

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXXII

NEW YORK, DECEMBER 17, 1932

No. 25

LEARN THESE
TITLES NOW. •
YOU'LL NEED
TO KNOW
THEM ALL
NEXT YEAR

JANUARY BOOK-OF-THE-MONTH SELECTION

• JAMES GOULD COZZENS' NOVEL

The Last Adam

The Book-of-the-Month Club selection necessitates publication on January 5. Mail orders will receive the traveler's discount and be treated as part of the traveler's order. \$2.50

• MABEL DODGE LUHAN'S

Intimate Memories

Coming in March

OUR ADVERTISING—and your orders—will continue throughout the spring on Paul De Kruif's MEN AGAINST DEATH, Lloyd Lewis' SHERMAN: FIGHTING PROPHET, Carl Sandburg's MARY LINCOLN: WIFE AND WIDOW, and Virginia Woolf's THE SECOND COMMON READER.

HARCOURT, BRACE AND COMPANY, 383 MADISON AVENUE, NEW YORK

FARRAR & RINEHART

INCORPORATED



PUBLISHERS



NINE EAST FORTY FIRST STREET

CABLES · · FARRINE · · NEW YORK

Harold Williams, Esq.
The American News Company
New York City

Dear Harold:-

I hope you don't mind receiving this first open letter on some particular matters of importance. Open letters openly arrived at is our motto for next year, for we have heard some objections to the number of Farrar & Rinehart envelopes that had to be opened each morning.

It is not too early to tell you of an important change of policy for 1933: we are planning a spring list twenty per cent. shorter than last year. Duds are distinctly off, and we have added twenty per cent. to our advertising allowance for each book remaining on the list. As it stands it is by far the most saleable group of books we have ever published and we feel justified in asking your support to a greater extent than ever before.

We have had fine results from a new style of intensive advertising and this will be used throughout the spring. The salesmen are carrying the whole promotion plan in detail for each book, actual ads, posters, selling and publicity angles, the tangible proof of our confidence in this list.

These points about the early January books are of particular importance.

BEAUTY by Faith Baldwin, January 3, \$2.00

The story of a modern business girl in the manner of SKYSCRAPER and WEEK-END MARRIAGE. Not serialized. Advertising expenditure increased twenty-five per cent. Special ads for cities which increase their advance over SKYSCRAPER. An author with a rising sale in a falling market.

FOOT-LOOSE IN INDIA by Gordon Sinclair,
January 3, \$2.50

This we got from Gundy of the Oxford University Press in Canada. He has sold the amazing total of ten thousand copies in five weeks in that comparatively small market. It is the best travel adventure story we have come across. Sinclair's keynote to his book is the statement that "Anything can happen in a country where women wear nose rings and cows bed down in hotel lobbies."

We have made three hundred advance copies to be sent to anyone in the trade who requests a copy as long as the supply lasts, and we are printing five thousand copies of the first edition. The boys will show you the advertising campaign; one thousand dollars in space at the start, window cards with priceless excerpts and a national promotion campaign.

INFANTS AND CHILDREN: Their Feeding and
Growth by Frederic H. Bartlett, M.D., Jan. 3, \$1.50

This is a book which we expect to sell for the next fifteen or twenty years, and it has been two years in preparation. It tells the mother everything that is known by the foremost specialist for the feeding and growth of children. It covers every contingency, has eighteen pages of index and is over four hundred pages in length.

Seven hundred and fifty advance copies have gone to the leading pediatricians of the country, and we are holding circulars ready for your imprint.

That is a good start for the season, isn't it? The rest of the list is of the same high quality.

Cordially,

SMR : A

Stanley Cusack / E

LITTLE, BROWN & COMPANY

January 3rd Books—93

Emil Ludwig's

TALKS WITH MUSSOLINI

The actual record of eighteen conversations which took place last Spring. 85% Mussolini, 15% Ludwig, but the 15% brings out exactly what everyone wants to know about the Dictator. A book with startling possibilities. 8 illustrations. \$2.75

E. Phillips Oppenheim's

MURDER AT MONTE CARLO

American gangsters, an American hero, a lovely Niçoise heroine, all mixed up in a plot that rocks Monte Carlo to its foundations. An excellent Oppenheim. \$2.00

Francis Beeding's

THE TWO UNDERTAKERS

A real international thriller. A fanatic Frenchman plots against present-day Germany. The C. I. D. send an operative after proof. He gets it, swallows it for safety, and is killed. His body becomes the prize for which both parties battle. \$2.00

Jacques Bainville's

NAPOLEON

A marked success in France and England, this book is distinguished for its impartiality and clarity. "A model of the way in which history should be written."—Hilaire Belloc. \$3.75

Green Peyton's

BLACK CABIN

A first novel—of three young people hunting for the fullness of life through a confusion of natural urge, youthful iconoclasm and inherited convention—told with delicacy and skill. \$2.00

B. M. Bower's

TRAILS MEET

A Western that stacks up city gunmen against the boys from the great open spaces, and gives Link Whelan, deputy sheriff, a grand chance to prove that he can see farther through a knot-hole than most people. \$2.00



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\$2.00

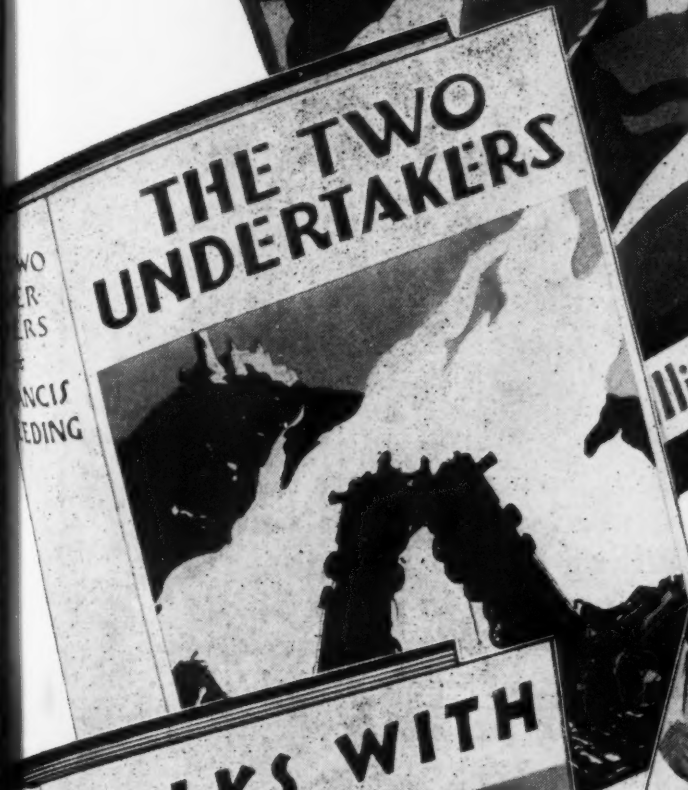
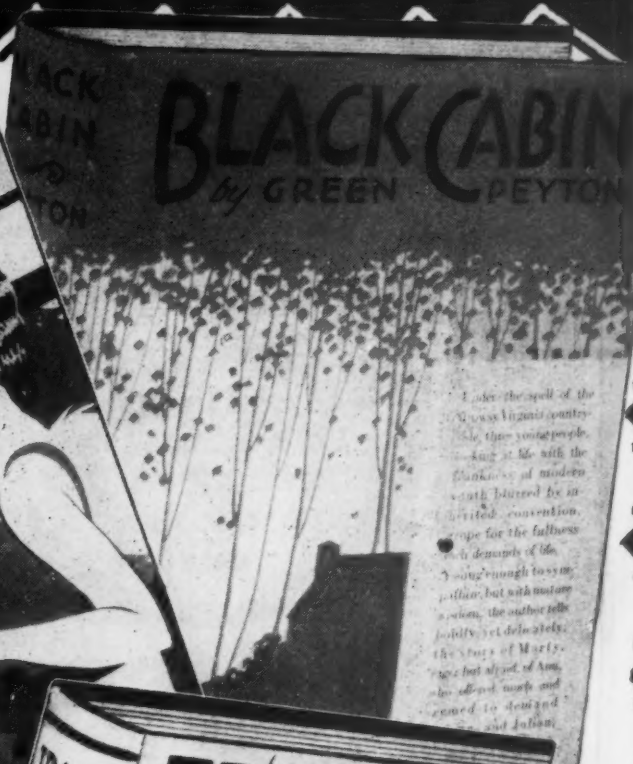
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and is
\$2.00

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**We Shall Continue to Advertise
these Books:**

- HORIZONS.** By Norman Bel Geddes. \$4.75
- *MUTINY ON THE BOUNTY.** By James Norman Hall and Charles Nordhoff. 2.50
- MEN ARE LIKE STREET CARS.** By Graeme and Sarah Lorimer. 1.50
- THE SLEEPWALKERS.** By Hermann Broch. 3.00
- *THE EPIC OF AMERICA.** By James Truslow Adams. 3.75
- *PEKING PICNIC.** By Ann Bridge. 2.50
- THE BOSTON COOKING-SCHOOL COOK BOOK.** By Fannie Merrill Farmer. 2.50

*Atlantic Monthly Press Book

Boston **LITTLE, BROWN & COMPANY** Publishers

**Direct
Advertising**
brings the bookseller
**maximum
results at
minimum
cost**

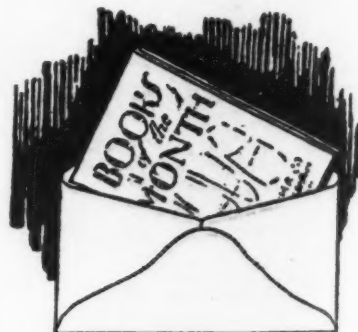
The Best and Cheapest Method of increasing the sales of new books.

By letting people know what the new books are, and telling them about their attractive features you stimulate a desire on their part to buy and read more books.

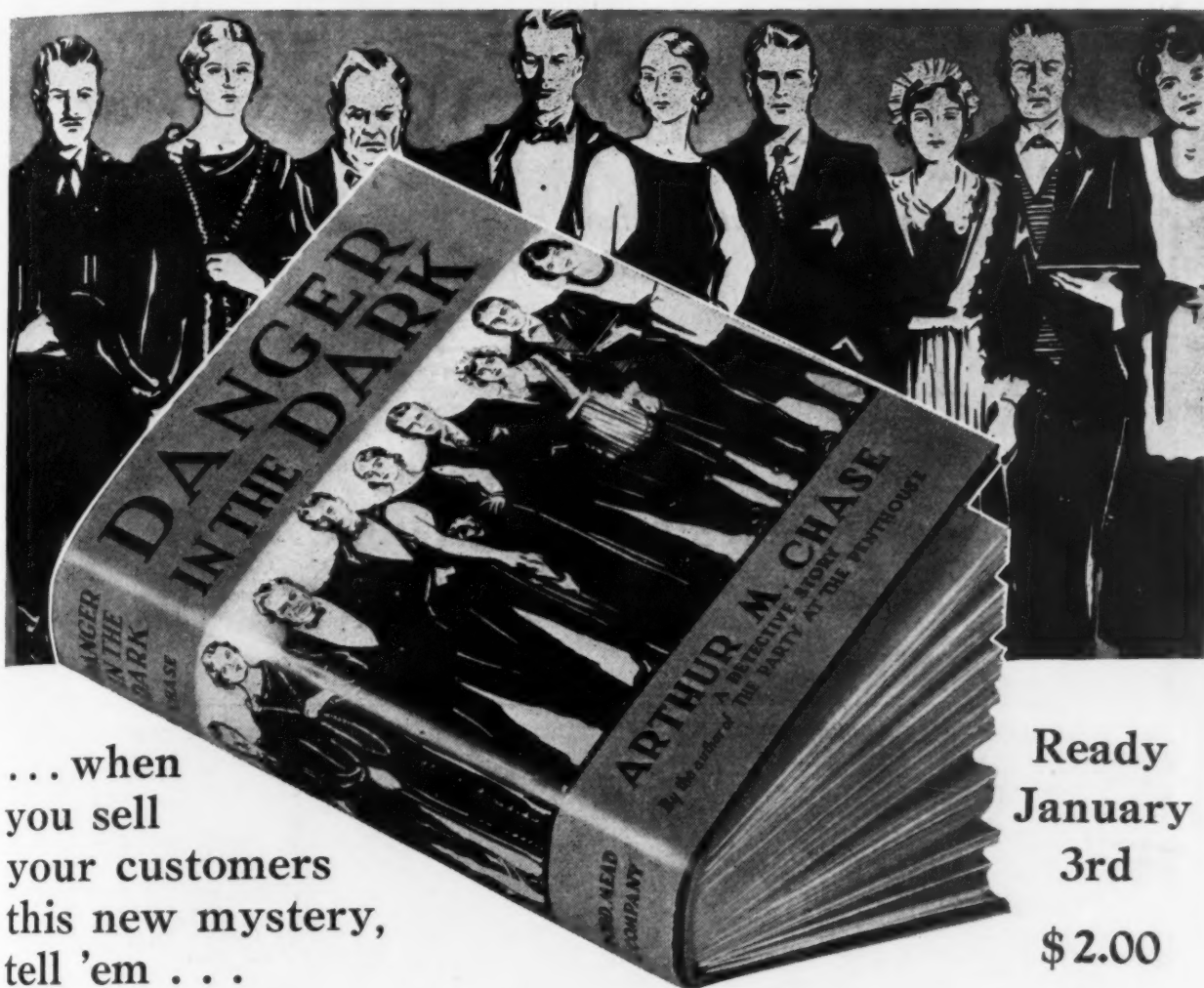
To reach many of your best customers and prospects regularly you need not spend a cent more for postage on mailing if you will adopt and practice the habit of inserting in every bill, statement and letter you send out a concise, handy and comprehensive list of each month's books. You will make your present postage pay dividends.

We suggest BOOKS OF THE MONTH to you as the ideal envelope enclosure for it presents to your customers, in your behalf, an attractive, handy, classified guide to the newest books. It is being used regularly by more than 375 dealers every month. It is low in cost, high in effectiveness.

R. R. BOWKER CO.
62 West 45th St.
New York



READ 100 PAGES AND TRY TO PICK THE CULPRIT!



... when
you sell
your customers
this new mystery,
tell 'em . . .

Ready
January
3rd
\$2.00

that *Danger in the Dark* comes straight out of the offices of the publishers of one of the best detective story lines in the country—Freeman, Christie, Croft, Rhode, Chesterton, Rees, etc.

That *Danger in the Dark* is a better detective story than Arthur M. Chase's *Party at the Penthouse*, published a year ago, which sold so well that it had to be put to press three times, the head of our manufacturing department (who is also the author) twice underprinting his own book.

That *Danger in the Dark* is a logical story with a well-conceived crime and a plausible, convincing solution—the kind of story the real fan wants—no false whiskers, voodoo spells or bony hands.

That *Danger in the Dark* is written about the sort of man who wouldn't have spent \$2.00 for a good detective story; that for this very reason he was murdered (and not so very prettily, either) and that no good can come to any hoarder of money these days.

Above stands the victim and the family of eight suspects. Read 100 pages and try to pick the culprit

DANGER IN THE DARK

A detective story that will both rent and sell

By ARTHUR M. CHASE

author of "*The Party at the Penthouse*"

DODD, MEAD & COMPANY, 449 Fourth Ave., New York

DODD, MEAD AND COMPANY

*announce that they have arranged to act as
Sales Agents for*

A.T. DELAMARE CO. INC.

Publishers of
AMERICA'S FOREMOST LINE OF
GARDEN BOOKS



All orders for De La Mare books from libraries, booksellers,
and other trade outlets should be sent to

DODD, MEAD AND COMPANY, *Publishers since 1839*
449 Fourth Avenue New York City

A CATALOGUE OF THE DE LA MARE BOOKS WILL BE SENT ON REQUEST

**DODD,
MEAD**

*January
Leaders*

**DANGER
IN THE DARK**

By Arthur M. Chase

Arthur M. Chase's earlier mystery, "The Party at the Penthouse," aroused the whole-hearted enthusiasm granted only to the most successful writers in the detective story field. His *Danger in the Dark* is even better, a thrilling expert-defying tale which will take its place among the best of the year. *January 3rd. \$2.00*

SLOW JOE

By Max Brand

The author of *Twenty Notches*, *The Jackson Trail*, etc., tells the bang-up story of a great character, Slow Joe, whose history belied his looks. One of the roughest, toughest, Max Brand's you've ever read—and that means it is as good as a Western story can be.

January 3rd. \$2.00

**THE
EVANGELINE
ADAMS**

GUIDE BOOK for 1933
By Evangeline Adams

This is the first time Evangeline Adams has ever presented in popular form a detailed, monthly astrological guide which will aid every person throughout the coming year. A vital book for all men and women who would learn what 1933 holds in store for their health, happiness, job and finances.

January 3rd. \$2.00

**DR. PRIESTLEY
LAYS A TRAP**

By John Rhode

The new Dr. Priestley mystery, by the popular author of *Tragedy on the Line* and *The Hanging Woman*. A plot so diabolical in its simplicity and effectiveness that Dr. Priestley is forced to a desperate solution which nearly ends the lives of both detective and criminal.

January 3rd. \$2.00

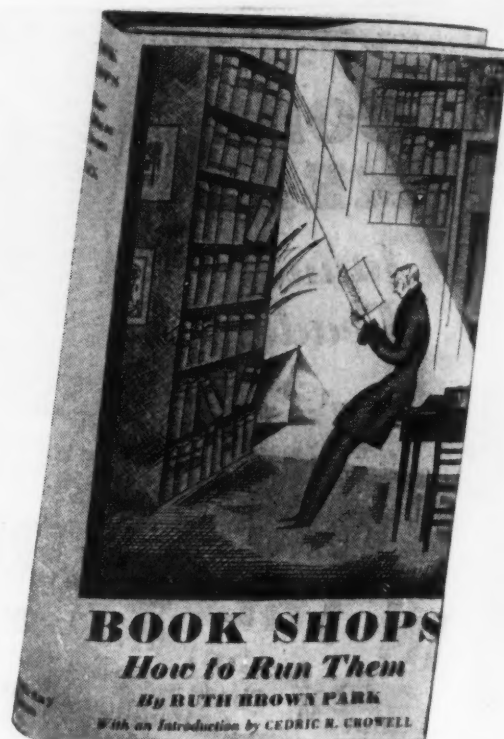
**STAMP
COLLECTING**

By Stanley Phillips

A new and enlarged edition, including a special supplement on American stamps. The whole how, what, why and how much of stamp collecting, for the beginner as well as the advanced collector. *Profusely illustrated. Jan. 3rd. \$3.00*



\$3



52 issues of the "P. W." and one "Book Shops" for \$3

available to the order of any store or shop not now subscribing to The Publishers' Weekly. *This is a trial offer.*

available, also, to any store as a extra *duplicate* subscription for staff or clerk, where store is currently subscribing for one regular rate subscription.

available, also, to any clerk or assistant as a new "personal" subscription provided only that the store at which employed is currently receiving a copy at regular rates.

R. R. Bowker Co., 62 W. 45th St., New York

You're going to live with **ANN VICKERS** for a long time..better get acquainted with her now!

We want you to know Ann Vickers first of all because she is a great creation in fiction; second, because knowing her will help you to sell her story to the maximum number of readers. Sinclair Lewis, with his rushing energy, has never created a character so memorable, not even in Leora Arrowsmith. This book proves him the same firebrand who stirred a nation with "Main Street" and "Babbitt," only now more compassionate, with a firmer grasp on the glory and terror of life. We have selected just one short scene, to give you an idea of the quality of the story. There are 561 other pages quite as exciting, and as deeply moving:

"For an hour she sat forward in a deep chair, stooped over, biting a knuckle. A hundred times she thought, 'I'll telephone him. I will! No. I won't!'" She rose, mechanically, her head filled with the vision of him and of his kisses; she drained his cocktail, washed the shaker and glasses, put them away, and unseeingly caressed Jones the cat. 'I'll phone him! I must! . . .'

Mostly, through her hour of agony, she sat like a softer 'Thinker.' She 'went to pieces.' That is the accepted phrase. The fact is the opposite. The scattered pieces of her at last flew together; the pieces of Ann Vickers that had been dropped in many corners; in Humanitarianism; in sketchy dabblings at psychology; in fear of being afraid; in a muted pride at having become a species of Great Woman; in the romantic guidance of shreds of Keats and Tennyson; in the ever-imagined sound of her little lost daughter's crying. All these dis-severed pieces of Ann Vickers flew to-

gether and she became an integrated passionate whole, a woman as furious for love as Sappho. . . Niceness and informed reasoning and adaptation to the respectability of concrete had been stripped off, till she was naked, nude as a goddess—a woman tribal leader in the jungle. . . Now she thought in emotions, explosive and scarlet. 'I do not want to add a millionth of a degree to civilization. I want love! I want Pride, my daughter. I want to bear her. I have a right to her. For all that we said in 1916, we're still women, not embryonic men. . .'

• • •

Who said Prosperity? ANN VICKERS
is our New Year Wish for you.

DOUBLEDAY, DORAN

**Mark January 25
on your Calendar**

1. The best book on Russia is
MAURICE HINDUS' **Humanity Uprooted**
2. The best book on Germany is
OSWALD GARRISON VILLARD'S

THE GERMAN PHOENIX

To be published January 5th

☞ **COMPLETELY UP-TO-DATE** (it is now being rushed through the press), here is a clear and dramatic account of the Germany of today and a history of the German Republic beginning from its foundation 14 years ago. Mr. Villard, one of the country's foremost liberals, and owner and editor of *The Nation*, knows the country and its leaders intimately, and has been preparing material for this book for over two years. His chapters on The Military Menace, Hitler, Women and Morals, etc., are startling and absorbing.

☞ As **HUMANITY UPROOTED** was the first book to make America "Russia-conscious," in the same way **THE GERMAN PHOENIX** will make the country "Germany-conscious." *An important book—order now!*

\$2.50

HARRISON SMITH & ROBERT HAAS, Inc.
17 EAST 49th STREET NEW YORK, N. Y.

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, DECEMBER 17, 1932

Seven Years of Stock Control

Ralph Henry, of Carson, Pirie, Scott and Co., in Chicago, Has Found a Card Control System Indispensable to Intelligent Buying

STOCK CONTROL CARDS as an aid to intelligent and comprehensive buying and as a means of placing controlled reorders have been given a thorough test by Ralph Henry, the manager of the book department of Carson, Pirie, Scott & Co., in Chicago, who considers such a system an indispensable asset to his business. Mr. Henry began his plan of a card index for stock control in 1926, and has continued it without interruption, so that it has had nearly seven years to prove itself. He believes that the benefits of the new control system which has been installed in many stores throughout the country this year will not reach their full height for several years, inasmuch as the system becomes increasingly valuable as the back cards, with their information, accumulate.

Careful scrutiny of the cards representing previous titles of an author is invaluable in placing advance orders on a new book, Mr. Henry believes. An example of this may be taken from his own files. The card for the latest book of a popular author with more than twenty titles to his credit shows that the total sale of the book was 97 copies including those that went in to the rental library. The advance order was for 50, and reorders were made of 10, 25 and 10, after which two copies were picked up locally. The figures for the preceding book show that of an advance order for 100 copies, 11 were left to be held for the reprint price. Obviously this card explains why the advance order for the latest book was not for 100 copies.

These "dead" cards hold the key to successful buying, Mr. Henry maintains, and

he advises every buyer, manager or owner now using the control system to list every book in stock, not merely to card the new books as they appear.

Mr. Henry's system deserves explanation. He first prepares a list of classifications with key letters which appear on each card. A handy reference could be taken, for instance, from the following list:

- A. Standard works
- B. Popular libraries of standard works
- C. Maps, atlases, etc.
- D. Current fiction
- E. Gift Books
- F. Games and Humor
- G. Juvenile
- H. Religious Books
- I. Dollar and seventy-five cent reprints
- J. Jobs and Remainders
- K. Magazines
- L. Biography and History
- M. Adventure and Travel
- N. Poetry, Drama, Art, Essays, etc.
- O. Reference Books and Cook Books
- P. Science, Nature, Sports, Psychology, Philosophy
- Q. Philately
- R. Business and Current Topics
- S. Text books
- T. Sets and Bindings.

As advance orders are placed, the quantities are noted on the cards and they are put in a "hold" box where they remain until the books arrive from the publisher. Then the cards are distributed to twelve other boxes, each clerk having charge of one or more of these boxes. In these there is a card for every title carried in stock.



DELIGHTFUL GIFTS! at "depressed" prices



Heading for the Pettibone McLean list of books as gifts

Kidding the Depression

Charles M. McLean Has Devised One of the Year's Cleverest Circulars As an Aid to Depression-Bound Christmas Shoppers

"THEY LAUGHED when I sat down at my desk!" begins a novel and highly amusing circular put out by Charles M. McLean of the Pettibone McLean Co. of Dayton, Ohio, this Christmas, "But they laughed a lot louder when I said 'The store will remain open all through December' . . . but we pulled through and here we are all set to take care of the biggest December business in our history. I say we are ready to take care of that kind of business. Whether we will get it or not is a fish of another color, as the saying goes. In fact, if we did a business like we did in '27 and '28 the shock would probably be too much for us."

Mr. McLean admits the depression. In fact, he comes right out and says his store will make it easy for customers to do three things, to get the right gifts, to keep down the expense and to make it easy to pay the bill. His text is "How to get the most pleasure out of a depression Christmas," and the circular lists appropriate books for all kinds of people.

Let Mr. McLean talk: "The store will open every day except Sunday at nine in the morning and will close when we stop getting customers at night. And I might add that in case you wake up in the night and want a book or something do not hesitate to call me on the phone . . . and I will be glad to get up and come downtown and open the store. . . . There is no what you might call, cover charge. By that I mean you can come in and look around if your hands are clean and nobody will come up and ask you have you read 'The Fountain' or the 'Encyclopaedia Britan-

nica.' Do come early and stay late. Lots of people . . . stay long enough to read one book clear through and then buy another to take home. This is what in literary circles is called 'browsing around.'

"If you have lots of money you can stop reading this piece of advertising matter right here. What I have to say from now on concerns the great rank and file of sturdy Dayton citizens . . . to whom 50c. is 50c. and a ten dollar bill a very rare engraving . . . Lots of us are going around town . . . and saying, well, no Christmas presents *this* year, we'll just get the children some new toys or paint the old ones red or green as the case may be, and let it go at that. Don't give me a present this year, you hear people say, save the money for the rent or the coal bill. But of course this is just a lot of broccoli. They don't mean it really. They know deep down in their big, unselfish hearts that they must dig for Christmas presents whether they want to or not . . . The motto of our establishment is *multum in parvo*, which is Latin or Greek or something meaning a big value for a little money . . . If you buy all or any part of your Christmas gifts in our store—well, to say the least you'll make *our* Christmas a right merry one indeed. And we will do our best to see that you get the right gifts for the right people and exert every effort to see that you don't spend any more money than is necessary."

Inside the folder, which is decorated with humorous line drawings are lists of the right books for the right people, many of them recommended by customers. For

instance: "Did He or She Use to Travel?—Nowadays most of us would have to join the Marines if we wanted to see the world. But the erstwhile globe-trotters can get a lot of clean, innocent enjoyment out of travel books. Here are a few suggestions carefully selected by Judge Baggott and George B. Smith:

Undiscovered Europe. E. Alexander-Powell. \$3.

The Flying Carpet. Richard Halliburton. \$3.75.

The West is Still Wild. Harry Carr. \$2.50.

German Summer. Cornelia S. Parker. \$3.50.

People of the Serpent. E. H. Thompson. \$3.50."

Another list is headed "Does He or She Consider Himself a Humorist?—What Dayton needs is a good laugh says Boss Kettering—and he ought to know. He can write such funny things about the depression! Here are a bunch of new things that will bring tears to your eyes—good books for those who read out loud—you know—like Horace Huffman:

No Poems. Robert Benchley.... \$2.00

The Seal in the Bedroom. James

Thurber. \$2.00

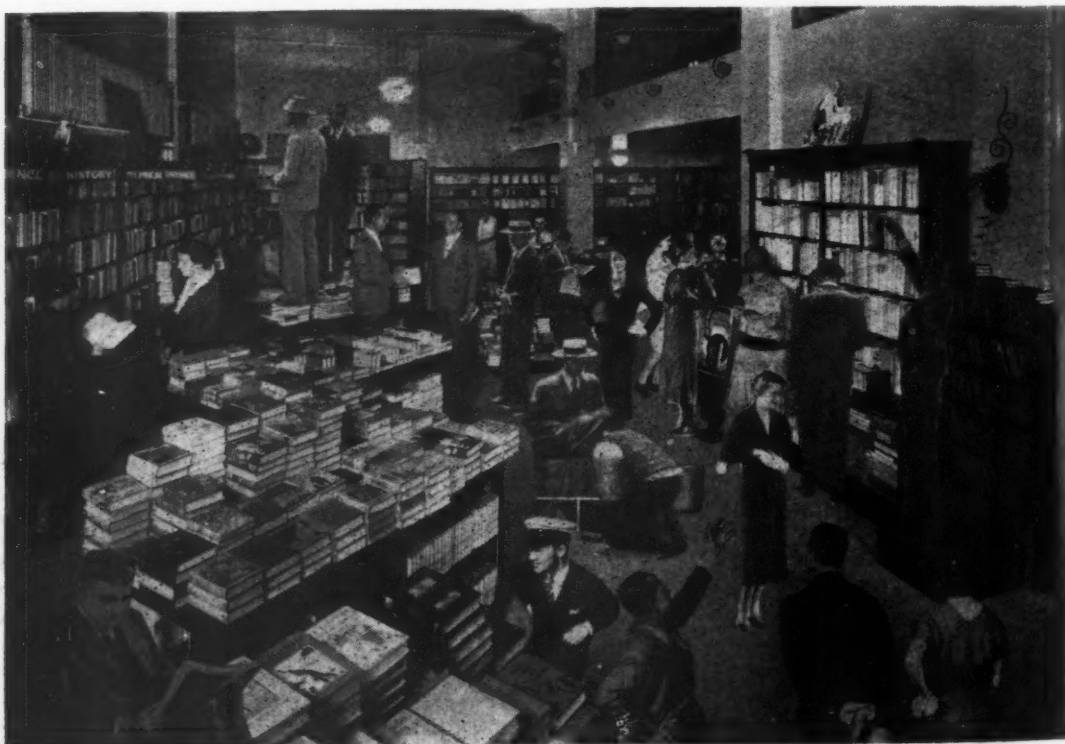
The Fifth New Yorker Album.. \$2.50

Everything's Rosy. Otto Soglow. \$2.50

Manhattan Oases. Al Hershfeld.. \$3.50

Comic Relief. Robert N. Lin-scott \$2.50"

Included on this page is an announcement of the Used Book Department with the invitation, "Visit Our Used Book Department (in January)," and the announcement of an easy payment scheme which runs like this: "No fooling! If you spend more than *ten dollars* in the Pettibone McLean store in December, 1932, you can take advantage of our more-or-less Easy Payment Scheme for paying the bill. You pay only *one dollar down*, your gifts are delivered (*free*) and you pay the balance in monthly dribbles that drive us crazy, but which make it darned easy for you. Of course, you may think that this is just about the same as the ordinary charge account—and *it is*. Except that you *gotta spend ten dollars and you give us one dollar at the time of purchase.*"



An illustration from Mr. McLean's circular which is captioned, "This is a picture of the Pettibone-McLean Bookstore. It was taken last July when business was kind of slack, so in order to make it look like it was taken in December when there is a rush, we put some people into it. The effect is rather novel, don't you think?"

Subscription Book Code Drawn

Subscription Publishers and Librarians Have Formulated a Code of Practice for Subscription Book Publishing

DAVID S. BEASLEY, president of the University Society and chairman of the subscription publishers' group of the National Association of Book Publishers, has announced the completion of a code of practice for subscription book publishing, formulated in cooperation with a committee of librarians who represented the American Library Association. The code was the subject of discussion at a special meeting of publishers and librarians in June, 1931, during the New Haven conference of the American Library Association. This meeting clarified several points of disagreement between the two groups and helped them to arrive at a better understanding of each other's problems. Further correspondence followed, and the code printed below represents the carefully considered opinion of the two cooperating groups.

In introducing the code, Mr. Beasley states: "When the American Library Association, through its Subscription Books Committee, indicated several clearly defined objections to the methods of certain subscription publishers which obviously were detrimental to the best interests of the public and the publisher alike, the National Association of Book Publishers promptly offered its full cooperation

through the medium of its committee on subscription books, that there might be a concerted effort to eliminate such unethical practices, even though the offending parties were not members of the Association.

"A brief survey of the facts developed the conviction that the desired results could best be obtained by preparing, circulating and urging the adoption of a code of standard practice acceptable to the American Library Association and the National Association of Book Publishers.

"Thanks to the sustained efforts of the Subscription Books Committee of the American Library Association and its able and indefatigable chairman, May Wood Wigginton, of the Denver Public Library, and the committee of the National Association of Book Publishers, the seventeen resolutions of the following code were finally approved by the librarians and publishers.

"It is to be hoped that this code will eventually reach all publishers and especially those engaged in the so-called subscription line, and that the fairness and wisdom of its conditions will gain for it the unqualified endorsement and support envisaged by those directly responsible for it."

A CODE OF PRACTICE FOR THE PUBLISHING AND SALE OF SUBSCRIPTION BOOKS

I. Resolved, That we recommend that the list of editors or collaborators of a work should include only those who have undertaken a responsibility for the work as a whole, or for some important part of the work; and that persons who have made only a slight contribution should not be listed as editors and collaborators; and we commend those publishers who utilize the work of first-class authorities and sound scholars;

II. That the same, or essentially the same, set of books should not be sold simultaneously under different titles; that books should never be sold under a title that will mislead as to contents, or under a title which tends to confusion with some previously published work;

III. That we recommend that changes of title should be indicated; and that, when the title of a work has been changed, the former title should be stated clearly, either on the title-page or in the preface;

IV. That the inclusion of good, well-selected and up-to-date bibliographies, of helpful and attractive illustrations, of good maps and well-made indexing devices in publications meant for library and reference use is commended;

V. That we recommend a good, comprehensive and analytical index in all publications meant for reference or library use, excepting such publications in encyclopedic form as have an adequate system of cross reference to serve as an index; and we maintain that a table of contents cannot take the place of a good index;

VI. That scholarship and consistent and careful editing are commended;

VII. That we recommend in case of a publication claiming revision no such claim should be made except in cases where sound and conclusive evidence is given that sufficient changes have been made to bring the work up to date;

VIII. That we condemn the practice of issuing an edition of a publication in an expensive format—as, for instance, a "Founders' Edition"—and selling this upon the claim that there will be no other "edition"; when, in reality, one, or several, other "editions" in varying format and for more reasonable prizes will be issued;

IX. That we recommend that the history of a publication, that is, the dates of the first and all succeeding editions, as well as any and all previous titles under which the work may have been published be stated on the title-page or below the copyrighted notice. Also, where a work has been based largely on one or two other sets that fact should be indicated on the obverse or reverse side of title-page or in the preface;

X. That as to all books, the use of only the last date of copyright and the omitting of previous copyright dates is condemned;

XI. That the marking up of the price of books and the use of the so-called "raised" contract be condemned; that representing that the price asked is below the usual price, or that the price will soon be increased, when such is not the fact, is also condemned;

XII. That we commend the establishment of standard and advertised prices and the establishment of standard discounts;

XIII. That when research service is included in the original price of a publication, the amount of the service should be clearly defined to the purchaser, and the service should be offered for a limited period only; and later service should be charged for at a given price and so explained to the purchaser;

XIV. That when extension, revision or continuation service, including supplements either as volumes or loose-leaf sections, is offered, the contract made with the purchaser should state specifically what the service is to be; that the price of the supplements and the price of the books which they are designed to keep up to date should each be clearly indicated; that, in case such supplementary service is sold to continue over a period of years, the supplements should actually be furnished as promised to such subscribers, whether coupons or other forms of requests are used or not;

XV. That truthful presentation in advertising and salesmanship is commended;

XVI. That the practice of representing that a certain number of books have been set aside for advertising purposes, to be given free, when such is not the fact, is condemned; and that the practice of representing that a certain number of selected persons in each community have been designated to secure a book or set of books or any form of service, free, when such is not the fact, is clearly misrepresentation and is condemned;

XVII. That the offering of membership in societies, clubs and organizations which, in fact, do not exist, in connection with the sale of books be condemned; that a service devoted to the answering of inquiries be clearly and fully described and not misrepresented, and that in the course of such service there shall not be used the names of authors, editors or authorities who have no connection with the answering of such inquiries;

XVIII. That it is desirable that publishers should be willing to replace at a fair price single volumes of sets whenever lost, mutilated, or stolen.

The Scholar in Publishing

C. K. Ogden, Now Visiting America, Has a Genius for Planning Successful Series of Learned Books

A COUPLE OF WEEKS ago the New York *Times* carried a feature article by Leonard Robbins on "850 English Words: A World Tongue." The result was a deluge of inquiring letters about "basic" English from all over the country a deluge such as the *Times* has seldom experienced. Like the *Times* we should have to refer such inquiries to the Orthological Institute of 10 King's Parade, Cambridge, England, but the man who perfected this idea of Basic English is well known to American publishing and scholarship and is at present in this country on one of his periodic trips.

C. K. Ogden of Magdalene College is a scholar with a genius for publishing, a talent which has found fruit in a dozen different undertakings—as the editor of *Psyche*, the English quarterly; as initiator of the Today and Tomorrow Series (Dutton in America) which through such titles as Haldane's "Daedalus" brought fresh understanding of modern trends in science; the far extending International Library of Psychology, Philosophy and Scientific Method (Harcourt in this country) which has run to over a hundred volumes and has included contributions from scholars of all countries; the Science for You Series; the History of Civilization Series in 200 volumes which Knopf publishes in America; the New Science Series (Norton); the *Psyche* Miniatures; the Library of Educational Psychology, etc.

His knowledge of publishing in the field of scholarship is unparalleled since Edward Youmans brought together on Appleton's list the great scientists of the Nineteenth Century; but Mr. Ogden, when interviewed for the *Publishers' Weekly*, did not long keep to the discussion of the problems of learned publishing which is at present of keen interest to American scholars, for the development of the use of Basic English holds at present the center of his searching mind. Of this movement the American booktrade will hear more when



C. K. Ogden, English scholar who offers new universal language

the texts for its study begin to appear in this country. Basic English is not a new Esperanto but a scholar's "shaking down" of the English language whereby those who study and learn the selected vocabulary can communicate almost any idea without using more than the 850 words, a list which includes only 18 verbs. A statement that "some form of simplified English such as Basic English offers will best meet the demand for an international auxiliary language" has been issued signed by fifty scholars of many countries including Dr. John Dewey, H. G. Wells, Professor Julian S. Huxley and others of equal significance.

Mr. Ogden is confident that because of the solid linguistic basis on which "Basic English" is established that it will achieve a practical usefulness not possible for such artificial languages as Volapük and Esperanto and through use on the radio it can become of daily value to people all over the globe.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

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December 17, 1932

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.
—BACON.

Finding New Readers

IN THE PAST YEAR there has been a rapid increase in the reading of books on economics and political affairs. Will this trend continue? We believe so. There has also been a continuing of the recent new interest in books on science. This, too, seems likely to be maintained. At the public libraries especially there has been a large and natural demand for books on the practical problems of living. The Newark Public Library, for example, in its current report, says: "During the past year many have borrowed books from the Public Library for the first time. They are the people who now have leisure to learn and want to use it profitably. 'I want a book on automobile repairing' was a recent request from a man on his first visit to the Library; 'a book on how to cook a good meal cheaply,' was another." The Library's analysis shows increased demand for books on practical things from people wanting to make good in new jobs or training themselves for other lines of work.

In the field of fiction, too, there will be changes in reading trends, and that bookstore will come out best which can assay these tendencies promptly and adapt its buying and display to these trends.

He Asked for "Little Women"

IN THE NATIONWIDE celebration of the anniversary of Louisa May Alcott there is one episode in her history vouched for in the records that deserves comment in the booktrade. It was Roberts Brothers of Boston, through Mr. Niles of that firm, who asked Louisa to write a story for girls. She doubted whether she could do it and said, "I plod away though I don't enjoy this sort of thing."

It was, thus, a publisher who conceived the possibility of the book and thought of the person to write it and who insisted on its being done, in spite of the author's doubts. It has often been said that a great book for children could only be written on the author's initiative and that the book which is written to order or written on request would be doomed to certain oblivion. Yet here is one of the world's most conspicuous contributions to the literature for children, and it was the publisher who conceived the demand for such a book.

Certainly, then, we should pause a moment at the anniversary to pay tribute to Mr. Niles of Roberts Brothers, whose knowledge of children's reading interests and whose confidence in the publisher's creative function led to the production of this story, and, through the success of this story, to the whole chain of stories which followed and which have reflected such credit on American authorship and have given such infinite delight to the millions of readers.

The Sales Tax

THE PRESIDENT'S EMPHASIS on the use of the manufacturer's sales tax to increase national revenue is by all odds the most serious question that faces the publishing world today. All business men are anxious that the government should find ways to balance its budget and they realize that the present means or means in prospect are not producing enough revenue. However, a manufacturer's sales tax would fall with special harshness on an industry like books which has a fixed retail price which cannot be set at new levels by the retailer. The President calls the plan a special manufacturer's excise tax, but in effect it must have the same features as the proposed bill of last year which sought to levy the

tax on the wholesale price at whatever points the merchandise entered finally into the retail field. This would mean the publisher's wholesale price. If the present 2.25% were adopted, it would mean \$.027 on a \$2 book. This method as applied to books would also mean that the author's royalty, which is included in the wholesale price, is also being taxed, to which idea exceptions might be taken.

Last year the sales tax created a tremendous debate in Congress, and it is likely this year to arouse more opposition. Congressman Doughton of North Carolina, who, with Representative LaGuardia of New York, led the fight against the bill, says that he is inclined to believe that his position in opposition will be unchanged. Representative Rainey of Illinois, the Democratic leader, points out that last year the bill failed because of the President's opposition. Bertrand H. Snell, the Republican floor leader, is on record in favor of the Sales Tax.

Book Begging Again

A SYSTEMATIC CANVASS of authors and publishers to make contributions to library collections reaches a stage at which it ought to become a matter of professional pride in library circles that there should be some correction of the situation. To instance a current example, a leading American writer who lives by his pen receives a letter from Duke University, a university famous for the extent of its endowment (though the principle involved here is not changed by this fact), the letter having been signed personally by the Librarian of the School of Law, inviting the author to deposit a copy of his recent volume and stating that the library would particularly appreciate an autographed copy with such personal commentaries as the author is willing to make. The author is informed in this letter that the library in making this collection of special material is engaged in an important undertaking which will be not only of great value to the staff of the library but to all students of the subjects of legal biography and history.

Such a library must appreciate that the author spends years in the preparation of his material, that his allotment of free copies is far less than he needs for his immediate personal use, that other copies must

be paid for by the author, and that if the library in its scholarly research needs such material the only reasonable thing to do is to help pay for its production by purchasing the book. If it were an individual wanting such a book, he would be willing to pay \$4 for it. Why should a library putting it on a shelf for twenty people or more deem it incongruous to pay anything at all? This is an attitude of mind that no author or publisher can appreciate.

The Five-Day Week

THE IDEA OF A FIVE-DAY WEEK for the publishing industry has met with very considerable support, and it seems likely that the plan which a dozen publishers are now trying out or have already adopted will make further headway in the industry.

The effect of this on the unemployment situation can only be that with the business stabilized on the five-day basis as soon as any new activity is evidenced it will be the more necessary to increase the staff to handle it, and therefore the new system means a quick response to any new movement of trade.

A few firms have said they would extend by a couple of months their summer program of all day closing on Saturday, beginning as early as April and lasting through August.

Hawthorne and Southworth

THE TERM OF COPYRIGHT in America is fifty-six years, or almost two generations, and to look through the books of fifty-seven years ago is to find, of course, that most of the books of that year have now no general interest. The year 1876 was best known to business as the Centenary Year when the publishers banded together for a handsome exhibit at the Centennial Exposition. It was also the year when Hawthorne's "Fanshawe" and "The Dolliver Romance" were published, when Louisa Alcott issued "Rose in Bloom" and "Silver Pitchers," when Charles Carleton Coffin published his most famous book, "The Boys of '76," when Martha Finley issued "Elsie's Womanhood" and "Elsie's Motherhood" and E. D. E. N. Southworth published "Ishmael, or In the Depths" and "Self Raised, or From the Depths."

P. W. Form-Sheet

The November Best Sellers

Fiction

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| <ol style="list-style-type: none"> 1. SONS. By Pearl S. Buck. John Day, \$2.50. 2. FLOWERING WILDERNESS. By John Galsworthy. Scribner, \$2.50. 3. THE FOUNTAIN. By Charles Morgan. Knopf, \$2.50. 4. THE SHELTERED LIFE. By Ellen Glasgow. Doubleday, Doran, \$2.50. 5. FORGIVE US OUR TRESPASSES. By Lloyd C. Douglas. Houghton Mifflin, \$2.50. 6. INHERITANCE. By Phyllis Bentley. Macmillan, \$2.50. 7. PEKING PICNIC. By Ann Bridge. Little, Brown, \$2.50. 8. THE NARROW CORNER. By W. Somerset Maugham. Doubleday, Doran, \$2.50. 9. SMITH. By Warwick Deeping. Knopf, \$2.50. 10. INVITATION TO THE WALTZ. By Rosamond Lehmann. Holt, \$2. | <p>Fourteen stores in all sections of the country reported "Sons" as their best selling novel during November.</p> <p>Fourteen other stores reported "Flowering Wilderness" first, but it dragged slightly behind "Sons" in total number of votes.</p> <p>Ten stores reported it their fiction best seller. It passed the 100,000-through-the-trade mark on Dec. 1.</p> <p>Ninth printing. The November fiction leader at Abraham & Straus, in Brooklyn; Scruggs, Vandervoort & Barney, in St. Louis, and four other stores sending us their best seller lists. 21,000 copies were sold in its first three weeks, and seven stores, including Robinson's in L.A. and Emery, Bird Thayer in K.C. told us it was their November best seller.</p> <p>The best selling novel during November at Lowman & Hanford, Seattle; Lazarus, Columbus, and other stores.</p> <p>Third printing. One of the three best sellers during the past week in Boston and Washington, according to the N. Y. <i>Times</i>.</p> <p>Second for the past week in N.Y., Philadelphia, Washington, Chicago, and San Francisco, on the <i>Times</i>' compilation.</p> <p>Twenty-two stores in all sections of the country listed it as a November best seller.</p> <p>Second in fiction on the American News Company's best seller list for the past week.</p> |
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Non-Fiction

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| <ol style="list-style-type: none"> 1. THE MARCH OF DEMOCRACY. By James Truslow Adams. Scribner, \$3.50. 2. VAN LOON'S GEOGRAPHY. Simon & Schuster, \$3.75. 3. A NEW DEAL. By Stuart Chase. Macmillan, \$2. 4. THE EPIC OF AMERICA. By James Truslow Adams. Little, Brown, \$3.75. 5. MORE MERRY-GO-ROUND. Liveright, \$3. 6. LET'S START OVER AGAIN. By Vash Young. Bobbs-Merrill, \$1.50. 7. DEATH IN THE AFTERNOON. By Ernest Hemingway. Scribner, \$3.50. 8. OUR TIMES, 1909-1914. By Mark Sullivan. Scribner, \$3.75. 9. MEN AGAINST DEATH. By Paul De Kruif. Harcourt, Brace, \$3.50. 10. TITANS OF LITERATURE. By Burton Rascoe. Putnam, \$3.75. | <p>Twelve stores in various parts of the country listed it as their November best seller.</p> <p>Headed the non-fiction lists of ten stores reporting to us for November. Now averaging over 5,000 a week.</p> <p>Fowler Bros. in L.A. and Graham's in Spokane were among the stores which reported it their November non-fiction best seller.</p> <p>The Epic is keeping right up with the leaders, and appears first on many monthly lists.</p> <p>Seven stores scattered over the country reported it their November best seller.</p> <p>A November best seller in 26 of the stores sending us their lists.</p> <p>Lord & Taylor's, N.Y., Robinson's, L.A., and the Personal Book Shops, Boston, were among those in which it was the November leader.</p> <p>Outsold other non-fiction during November at The Booke Shop, Providence; De Wolfe & Fiske, Boston, and Brentano's, Chicago.</p> <p>The November leader at Ball & Wilde, N.Y., and Pettibone, McLean, Dayton.</p> <p>Will it be a second "Story of Philosophy"?</p> |
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P. W. Form-Sheet

Betting Favorites

THE BISHOP'S JAEGER. By Thorne Smith. Doubleday, Doran, \$2.

PETER ASHLEY. By Du Bose Heyward. Farrar & Rinehart, \$2.50.

MUTINY ON THE BOUNTY. By Charles Nordhoff and James Norman Hall. Little, Brown, \$2.50.

HUMAN BEING. By Christopher Morley. Doubleday, Doran, \$2.50.

BEFORE THE FACT. By Francis Iles. Doubleday, Doran, \$2.

THE FLYING CARPET. By Richard Halliburton. Bobbs-Merrill, \$3.75.

FUN IN BED. By Frank Scully. Simon & Schuster, \$2.

THE ODYSSEY OF HOMER. Tr. by T. E. Shaw. Oxford Univ. Press, \$3.50.

EVERYTHING'S ROSY. By O. Soglow. Farrar & Rinehart, \$2.50.

WAH'KON-TAH. By J. J. Matthews. Univ. of Oklahoma Press, \$2.50.

The best selling novel during November at Ball & Wilde, N.Y. One of the three best sellers of the past week in N. Y. and St. Louis. The November best seller at the Greenwood Book Shop, Wilmington, and second in Atlanta for the past week. 5,482 copies were sold in the first five weeks. It was the best seller at Witkower's, Hartford, for November.

Fifth printing. Fourth on the American News Company's best seller list of the past week.

Starting out well in N.Y. backed by swell reviews and tremendous displays.

Follows "Van Loon" and "The March" on the American News Company's non-fiction best-seller list of the past week.

One of the three best non-fiction sellers of last week according to four N.Y. stores.

Going very well in New York.

A best seller at Womrath's, N.Y. Being displayed well at most stores, with that red paper attached to the window.

Trade sales are increasing and the prospects for Christmas look good.

Dark Horses

THE WHITE COCKATOO. By Mignon Eberhart. Doubleday, Doran, \$2.

THE LAST ADAM. By James Gould Cozens. Harcourt, Brace, \$2.50.

ONE-ARM SUTTON. By General F. A. Sutton. Viking Press, \$2.50.

THE OMNIBUS VOLUME OF THE MYSTERY STORIES OF MARIE BELLOC LOWNDES. Longmans, Green, \$2.50.

THE BULPINGTON OF BLUP. By H. G. Wells. Macmillan, \$2.50.

THE FATHER BROWN OMNIBUS. By G. K. Chesterton. Dodd, Mead, \$3.

I'LL TELL YOU EVERYTHING. By J. B. Priestley and Gerald Bullett. Macmillan, \$2.50.

MOTHER AND FOUR. By Isabel Wilder. Coward-McCann, \$2.

ANN VICKERS. By Sinclair Lewis. Doubleday, Doran, \$2.50.

THE MODERN THEME. By Jose Ortega y Gasset. Norton, \$2.

Jan. 3. A lonely French hotel is the setting for this new mystery. The author's sales average over 10,000.

Jan. 5. A Connecticut town, its Yankee core surrounded by the foreigners that industrialism brings it, the careless, well-meaning old doctor of the town, and a typhoid epidemic are the elements of this book club selection.

Jan. 6. The true adventures of a modern soldier of fortune, chiefly in China and Siberia.

Jan. 9. Includes "The Lodger," "What Really Happened" and "The Story of Ivy," all out of print in this country. Over a million copies of "The Lodger" have been sold throughout the world.

Jan. 20. A new novel that the publishers say is comparable in appeal to Wells' most popular stories.

Jan. 20. The famous "Father Brown" detective stories in satisfying quantity.

Jan. 24. A rollicking mystery farce.

Jan. 24. A "family" story by the sister of Thornton Wilder.

Jan. 25. Already in its third big printing—need we say more?

Jan. 26. Discussions of the significant modern philosophical and scientific ideas, by the author of "The Revolt of the Masses."

Customers' Choice

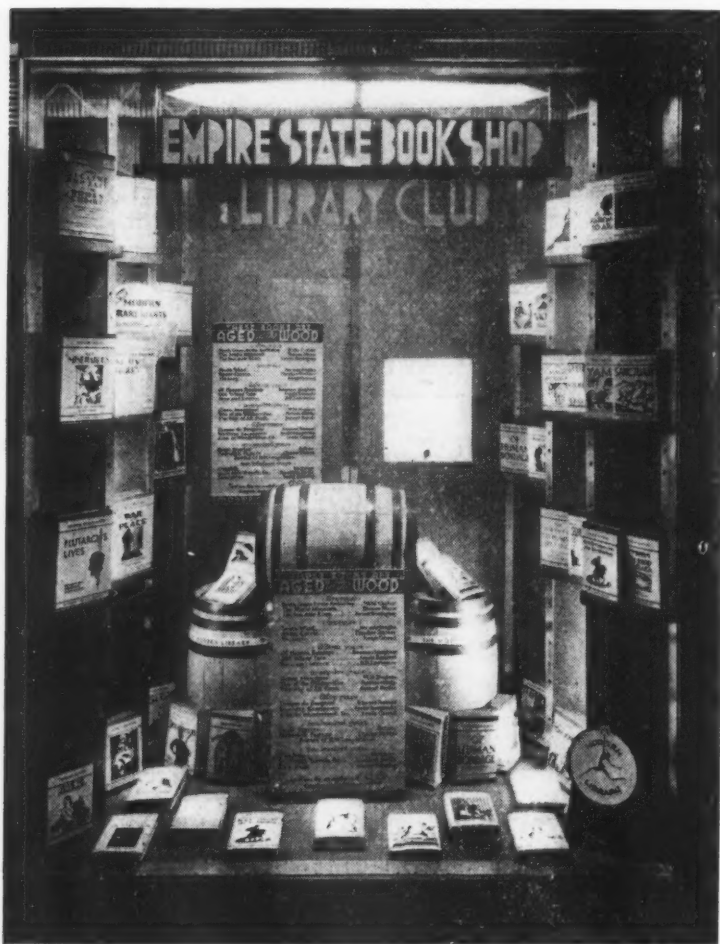
LAST FRIDAY we went over to the Abraham and Straus department store in Brooklyn, where, we had heard, they were holding a Book Fair. We wouldn't have missed it for anything. Henry Friedlander has been bookbuyer for the store for only five months—before that he was in the stationery department—but he certainly knows how to make things hum. The book department is in the rear of the third floor, rather inaccessible, but we'll venture to say that few customers of the store don't know about it.

Mr. Friedlander took a lot of space that belonged to the coat department and set up booths along two aisles. Then he got 18 publishers to send over, on sale, enough books to fill a booth apiece, includ-

ing, of course, their current best sellers and a selection of older books as well. He then arranged for 50 authors, 6 literary critics and one bridge editor to appear during the week, scheduled an exhibition bridge match for one afternoon, put posters announcing the Fair all through the store and arranged for a series of ads to run in the New York and Brooklyn papers. The Fair, needless to say, was a success.

The Fair booths were separate from the regular book department and Mr. Friedlander was thus able to keep accurate account of the sales of books from the publishers' displays. He found that the fair stimulated the sales of all books but that, naturally, the greatest sale came from books by the authors who talked and from the booths of the exhibiting publishers. His fiction sales were topped by "Human Being" (Christopher Morley spoke the first day), "The Harbourmaster" (William McFee spoke the second day) "Sons" and "The Good Earth," "The Narrow Corner" and "The Sheltered Life." "Titans of Literature" led the non-fiction field followed by "The Flying Carpet," "Missing Men" (Captain Ayres spoke the third day), all of Lowell Thomas's books (he spoke the third day, too) and "The Wife of Rossetti." Last Saturday was Children's Day with 19 juvenile authors in attendance. Children's books most in demand were the two Pop-Ups, "Ola," and the new edition of the "Just So Stories."

The department was dressed up with jackets and photos of authors, and there was one case devoted to an exhibit of bookmaking, showing the various stages in the manufacture of a book. In order to reach the lecture platform, the customers found it nec-



The Modern Library "Aged in the Wood" display as it appeared in the Union News Shop in the Empire State Building

essary to traverse the entire length of the department, exposing themselves to the sales appeal of the various exhibits. About 300 persons, on an average, attended each series of talks, most of whom bought books.



Harper is having a hard time keeping up with the orders for "Re-Thinking Missions," the report of the Laymen's Foreign Missions Inquiry, which Pearl Buck reviewed enthusiastically in the *Christian Century* for November 23rd. Total sales are well past ten thousand in the third week since publication and the deluge of orders continues. One Boston bookseller wired six orders in seven days.



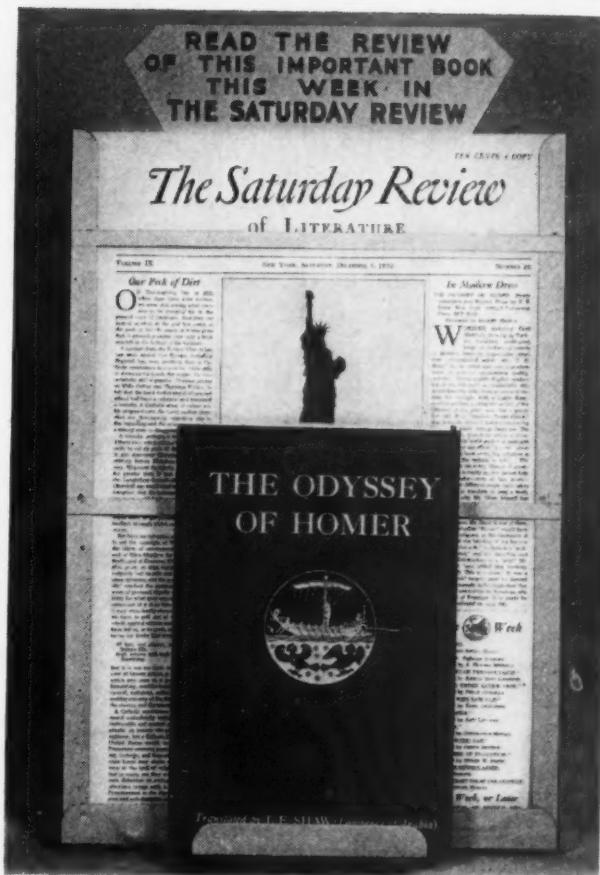
The best selling novel on the *Longmans* list, and that includes even "Nobody Starves," is Father Dudley's "Pageant of Life." This is partly due to the personal recommendations of Catholic priests to their parishioners, and partly due to an extensive newspaper campaign in the Catholic newspapers of a group of nine cities, Boston, Brooklyn, Chicago, Cleveland, Philadelphia, Los Angeles, San Francisco, Saint Paul, and New York. Two other books were also featured in these ads Sigrid Undset's "Christmas and Twelfth Night" and Mrs. Wilfrid Ward's "Tudor Sunset." The books have sold well everywhere.



Booksellers in the Southwest, we hear, are pushing "Wah'-Kon-Tah" (*University of Oklahoma Press*) for big Christmas sales. It's a best seller at the Venable-Anderson Co., in Oklahoma City, at the Tu'sa Book Shop, and at Miss Jackson's shops in Tulsa and Oklahoma City. Betty Kirk assistant editor of the Press, tells us that the author, John Joseph Matthews, is an Indian, in spite of the scepticism of reviewers and critics. His great-grandmother was a full-blooded Osage, giving Mr. Matthews one-eighth Indian blood. Shops in other parts of the country also report steady sales.



The problem of displaying "Everything's Rosy" has been the mother of a great deal of bookselling invention. Ken McCormick in the Philadelphia Doubleday shop, for instance, pastes the red isin-



The Saturday Review of Literature has devised a display rack which combines the display of the periodical and books reviewed in it. The rack is metal, finished in gold, and has a rack on which any book may be displayed. It costs more than \$2 to make, but will be furnished for \$1 to any bookseller who carries the *Saturday Review* for sale

glass directly on the window-pane so that passers-by may look either through or around it at the book. Others have built a little frame to hold the isinglass over the pages of the opened book and still others simply lay it over one of the pages.



The annual Christmas party of the Hampshire Bookshop, Northampton, an institution unique among bookshops, was held with crowded aisles last Monday, Christopher Morley being the eloquent master of ceremonies. Between the "chukkers" of his discourse, as Mr. Morley termed it, Smith girls roamed the shelves and counters, and, among other things bore off nearly a hundred Morley titles. The new speaker's platform was autographed and future guest speakers will be asked to do the same.

Nelson's Has New President

ALLEN R. SMART, who became president of Thomas Nelson & Sons just a year ago, has resigned from the firm and will be succeeded by George K. Hyslop, who will retain the office of treasurer which he now holds. Further reorganization places Walter R. Kohr in the position of general manager. The board of directors now consists of Ian T. Nelson of Edinburgh; S. B. Watson, head of the Toronto office; George K. Hyslop; Matthew H. Walker, and Walter R. Kohr. Officers are George K. Hyslop, president and treasurer, and Matthew H. Walker, secretary.

College Bookstores Meet at Albany

AT THE INVITATION of the bookshop of the New York State College for Teachers a two-day conference on college bookshop methods was held at Albany on Friday and Saturday, the 25th and 26th of November. A round table meeting was held at the bookshop in the morning, where Miss Fay and Miss Foote, managers of the shop, conducted a laboratory study of books as gifts, and selling methods.

At luncheon the guest of honor was Dorothy Lathrop of Albany, illustrator of "Hitty," "Fairy Circus," and other books. The afternoon session was given over to a discussion of the function of the college bookshop in building personal libraries by Frederic G. Melcher, Editor of the *Publishers' Weekly*. At the discussion Christopher Morley dedicated for the college bookshop its booklovers' corner known as "The Haunted Bookshop," and, with Francis Henry of Doubleday was a guest at the conference dinner. An attendance of about twenty found profit and pleasure in this opportunity for considering mutual problems.

Reprint Postponed

BLUE RIBBON BOOKS has announced that "The American Black Chamber," which was scheduled to appear in a dollar reprint edition under their imprint on January 16, 1933, and which was so announced in the advertising pages of the *Publishers' Weekly* last week, has been postponed until next fall.

Fifty Books Will Travel

THE FIFTY BRITISH BOOKS, which have come to America through the courtesy of the First Edition Club of London and under the sponsorship of the American Institute of Graphic Arts, have been shown at the New York Public Library and Indianapolis Public Library during December. Their itinerary during the next six months is:

January 2-16.—Oberlin College Library.

January 23-February 6.—Dartmouth College Library, Hanover, N. H.

February 13-27.—Grosvenor Library, Buffalo.

March 6-18.—Brown University Library, Providence, R. I.

March 27-April 10.—Newberry Library, Chicago.

April 15-29.—Enoch Pratt Free Library, Baltimore, Md.

May 6-20.—Government Printing Office, Washington, D. C.

May 27-June 25.—Boston Public Library.

July — New York Public Library, with Institute Fifty Books and German Fifty Books.

The new exhibit of Fifty Books of the Year (American) opens on February 8th at the New York Public Library and will be on display there to and including March 5th. The itinerary for the three months up to July 1st is:

April 4-18.—Pratt Institute Free Library.

April 25-May 9.—Enoch Pratt Free Library.

May 16-30.—Government Printing Office.

June 7-25.—Boston Public Library.

Doubleday Sells Two Magazines

TWO MAGAZINES until now published by Doubleday, Doran & Co., *Country Life* and *American Home*, have been sold to an organization formed by executives who have managed the magazines for nearly 25 years, and who are also directors of Doubleday. W. Herbert Eaton is president and treasurer of the new company; Henry L. Jones, vice president, and Reginald T. Townsend, secretary.

In and Out of the Corner Office

JOHN MASEFIELD, English Poet Laureate, will arrive in this country on January 3rd for a lecture tour, under the management of Lee Keedick. He will probably stay until the end of March. Macmillan, his publisher in this country, announces that a new volume of Mr. Masefield's including essays on Shakespeare, Blake, Yeats and other great writers will appear in January under the title "Recent Prose," while in the same month a new biography of the poet laureate and a critical study of his work, "John Masefield" by Gilbert Thomas, will appear under the same imprint. ❀❀❀

Ward G. Biddle, manager of the Indiana University book store and president of the National Association of College Bookstores from 1930 to 1932, was elected State Senator in Indiana in the recent election. This amounts to a promotion for Mr. Biddle, who served in the Indiana House of Representatives in the 1931 and 1932 sessions. He is at present actively engaged in planning to entertain the eleventh annual convention of the Association which will be held at Bloomington and French Lick, Indiana, this coming year. ❀❀❀

Gilbert W. Gabriel is turning his novel, "I, James Lewis," into an operetta which will go on the New York stage before long. Mr. Gabriel, who is dramatic critic for the New York *American*, is working in collaboration with Jay Gorney, author of the season's song hit, "Brother, Can You Spare a Dime?" ❀❀❀

Friends of A. Kroch, the genial and well-known Chicago bookseller, will find him in the 700-odd pages of Harry Stephen Keeler's new mystery, "The Box from Japan." So interested were Mr. Kroch's customers in this that they placed advance orders in sufficient quantity to allow him to make Dutton the largest advance order he has ever placed for a Keeler book, depression or no depression. ❀❀❀

George G. Harrap, well-known English publisher, has completed fifty years in the publishing business this year. His connections with the book world began in 1862, when as a boy of 14, he was given a modest job with the London house of Isbister & Co. ❀❀❀

John Galsworthy, winner of the Nobel Prize this year, was unable to attend the distribution of the awards which was held December 3 in Stockholm, on account of ill health. ❀❀❀

Earle H. Balch, vice-president of G. P. Putnam's Sons, was appointed one of a committee of six to draft former Governor Alfred E. Smith for Mayor. The group, headed by Hamilton A. Long, lawyer, calls itself the "Non-Partisan Citizens Committee to Draft Al Smith for Reorganization Mayor" and has its headquarters at the Biltmore Hotel. Former Governor Smith has not yet divulged whether or not he would accept the nomination. ❀❀❀

Fremont Rider, head of the Rider Press, and editor of the *Publishers' Weekly* from 1910 to 1918, has been appointed as the Caleb T. Winchester librarian at Wesleyan University. He will be the first to hold the position. For many years Mr. Rider was associated with Melvil Dewey in the latter's work on the Dewey decimal system of library cataloging. ❀❀❀

The Derrydale Press has informed the Corner Office that it will be represented in the Pacific Coast territory by Hugh S. Elliott of Piedmont, Calif., who also represents the Century Co. McAinsh & Co., Ltd., of Toronto, were recently appointed Canadian representatives of the Derrydale Press. ❀❀❀

M. Lincoln Schuster of Simon & Schuster returned recently from Europe, where he visited Frank Scully who is to collaborate with former Mayor James J. Walker on a book of memoirs. ❀❀❀

Eric B. Lundberg, for five years manager of the old and rare department of Johnson's Bookstore of Springfield, Mass., has resigned to install a similar department with the Tuttle Company of Rutland, Vt. The Johnson department has become the largest of its kind in Massachusetts outside the Boston metropolitan area, and is visited by collectors, bibliographers, librarians and authors from all parts of the country. The new department at Tuttle's opened auspiciously on November 25th. ❀❀❀

Bookseller, Held on Sumner Complaint, Freed by Court

NATHAN FRIEDMAN, a bookseller of 79 Wall Street, New York City, who was arrested last month on the complaint of John S. Sumner secretary of the Society for the Suppression of Vice, for the display of copies of "Let's Go Naked" by Louis-Charles Royer (Brentano), was freed last week by Magistrate Guy Van Amringe in Commercial Frauds Court. Mr. Friedman was accused of violation of a section of the penal code prohibiting the exposure in a building of pictures tending to demoralize the young. The magistrate stated that he described the book as being well written and that its illustrations were no different from many of those to be found in art museums.

New Firm Announces First Book

A NEW publishing organization calling itself Emerson Books, Inc. has been established at 126 Maiden Lane, New York City. Percy Elias of that firm announced that the first book, which will appear the latter part of December, will be "The Sex Technique in Marriage" by Dr. Isabel E. Hutton, the English edition of which has gone into several printings. Dr. Ira S. Wile has written the foreword to the American edition.

Trade Books Exhibited

AN EXHIBIT OF RECENT TRADE BOOKS selected for the excellence of their bookmaking is on display at the fine gallery of the Century Club on Forty-Third Street, New York. The exhibit consists of a hundred books from the output of the last ten years, while on the walls is a series of mounted displays showing many of the aspects of the technique of bookmaking. There are two charts showing the methods of type design first, as used by W. A. Dwiggins and second, as used by Frederic W. Goudy, two exhibits showing the exacting technique of type cutting, displays of linotype and monotype systems, examples of the method of printing in two and four colors and also in water colors, and, finally, an example of the processes of the woodcut.

The selection of books has been made from the list of nearly fifty different pub-

lishers and represents the output of the best known book presses, including Merrymount, Vail Ballou, Country Life, Plimpton, Van Rees, Little & Ives, Riverside, Quinn & Boden, Braunworth, Cornwall, Stratford and several university presses.

Cooperative Educational Mailing Lists Perfected

ONE OF THE MOST VALUABLE COOPERATIVE enterprises that has developed among publishers in the last few years has been the educational mailing system developed by the ingenuity of Donald P. Bean of the University of Chicago Press, with the cooperation of a dozen of the principal university presses and made available also to other members of the National Association of Book Publishers.

The advantage of such cooperative work is obvious. It reduces the cost per publishing house of necessary mailing lists and insures continuous correction of addresses; it eliminates irritation at the college offices which formerly suffered from the continuous request for faculty names from scores of different publishing offices. Each year under this system the faculties of 1,500 colleges are checked, and mid-season corrections are received promptly at 5750 Ellis Avenue, Chicago, where the stencils are kept. In general the lists are divided up into: General Educational Addresses, subdivided into presidents of institutions, superintendents of schools, principals of schools; Biological Sciences in 13 subdivisions; Humanities with 15 subdivisions; Physical Sciences with 8; Social Sciences with 9.

Correction

IT HAS BEEN CALLED to our attention that an error was made in the discussion of stereotypes for book printing which appeared on page 1792 of the issue for November 5th. In that article S. E. Vail, president of the Vail-Ballou Press should have been quoted as saying, "As to the demand for the two methods, in our business while we still maintain an electrotype department, from the upwards of 100,000 plates made *during the past 12 months*, only 3000 electrotypes were called for by our customers." Through an error this was made to read "during the past twelve years."

Dodd, Mead to Sell De La Mare Garden List

ARRANGEMENTS HAVE BEEN completed whereby Dodd, Mead and Company is to act as sales agents to the trade for the De La Mare garden books, one of the most complete lines of its sort in the country. Dodd, Mead salesmen are already taking orders for these books and they will be incorporated in a separate section of the Dodd, Mead spring list. All orders from bookstores, libraries and other trade outlets should be sent to Dodd, Mead for shipping and billing.

Obituary Notes

JOHN CHARLES VAN DYKE

DR. JOHN CHARLES VAN DYKE, professor of art at Rutgers University, died after a two years' illness in New York City on December 5, at the age of 76. In a book entitled "Rembrandt and His School" published by Scribner in 1923 Dr. Van Dyke precipitated a world-wide controversy when he asserted that fewer than fifty of the 800 paintings attributed to Rembrandt were actually the work of the Dutch master. Despite the deluge of criticism which followed, Professor Van Dyke's critical status remained unimpaired and in November, 1924, he was elected president of the National Institute of Arts and Letters. He was elected president of the American Academy of Arts and Letters on December 6, 1923. In October, 1927, he published another book "The Rembrandt Drawings and Etchings," in which he declared that only fifteen of the 300 etchings attributed to the artist were genuine Rembrandts.

Dr. Van Dyke was born in New Brunswick, N. J., and was educated privately. After several years study abroad, he received the degree of L.H.D. from Rutgers University in 1889, and the degree of LL.D. from the same institution in 1925, was admitted to the bar in 1877, but never practiced law. He became professor of art at Rutgers in 1889. He was the author of "Principles of Art," "How to Judge a Picture," "History of Painting," "Old Dutch and Flemish Masters," "Modern French Masters," "Italian Painting," "The Meaning of Pictures"

and many others. In addition to his critical works, he wrote many books on travel.

EUGENE BRIEUX

EUGENE BRIEUX, one of the most famous of French dramatists, died in Nice, on December 6, at the age of 74. He was born in Paris on January 19, 1858, of poor parents, and at the age of 14, when they died, he was obliged to leave school. Being devoted to books and reading he managed to educate himself by following the courses offered in the French schools book by book until he regarded his schooling completed. His first attempt, a one act play, written when he was seventeen, was produced in Paris unsuccessfully. His next play, however, marked the beginning of a successful career, about twenty of his plays being produced thereafter, on an average of one a year. He wrote scores of sociological plays and received international renown by his startling play "Damaged Goods," which was produced in New York in 1913. He was essentially a social crusader who fought shams and dissected morals. "The Red Robe" written in 1900 is considered Brieux's finest work. He was a member of the French Academy and a Commander of the Legion of Honor.

H. K. WEBSTER

HENRY KITCHELL WEBSTER, novelist and short story writer, died in Evanston, Ill., of cancer, on December 8, at the age of 57. He was born on September 7, 1875, and when still in high school began his writing career, collaborating with Samuel Merwin, his high school companion, in composing operas, both grand and comic. They collaborated further in a volume of verse, published by Mr. Webster's father at his own expense, and three stories "Comrade John" "Calmuet K" and "The Short-Line War" a romance of business life in the United States which received wide critical acclaim. After that he worked alone. He was graduated from Hamilton College in 1897 and for a year after that was instructor in rhetoric at Union College. He was a prolific and methodical writer and was the author of twenty-seven novels and numerous magazine articles and stories. For a time he went in for mass production and turned to writing adventure tales for cheap magazines, calling them "screamers,"

under the pen names of Dana K. Gibson and Amos Henry Andrews. He wrote one play "June Madness" in 1911, which was produced with success in Chicago but failed in New York. Among his best-known novels were "Joseph Greer and His Daughter," "The Ghost Girl," "The Butterfly," "An American Family," "Mary Wollaston," "Real Life," "The Innocents," "Philopena," "The Beginners," "The Clock Strikes Two."

PAUL COHEN-PORTHEIM

PAUL COHEN-PORTHEIM, author of "England the Unknown Isle" and "Time Stood Still" died suddenly in Paris recently. Much of his childhood was spent in Vienna, but from early days he became familiar with Berlin, Paris, Seville and London. In the summer of 1914 he came to England to practice the art of painting. Early in 1915 he was interned and his book "Time Stood Still" is the record of his internment. His third and last book "The Discovery of Europe" was published three months ago.

ALBERTO SANGORSKI

ALBERTO SANGORSKI, noted illuminator and artist, died on November 13th in London at the age of 70. He was a brother of the late Francis Sangorski, partner in the bookbinding firm of Sangorski and Sutcliffe. Thirty years ago he applied his skill to illumination and executed many important works for that firm.

CLOTILDE GRAVES

CLOTILDE GRAVES, playwright and novelist, died in Middlesex, England, after a long illness, at the age of 69. She was born in Cork, Ireland, on June 3, 1863, and wrote under the pen name of Richard Dehan. Her novel of the Boer War, "The Dop Doctor" was reprinted thirty times. Sixteen of her plays were produced in London and New York between 1867 and 1913. Her last novel "The Man in the Mask" appeared in 1931.

ANNETTE LUCILE NOBLE

ANNETTE LUCILE NOBLE, writer of travel books and books for children, died at her home in Albion, N. Y. on November 27th at the age of 88. Upon her gradua-

tion from Phipps Union Seminary in 1863, Miss Noble began her writing career with a series of sketches about the Orleans County Home which was accepted by Dr. Lyman Abott for *The Christian Union*. Her first novel, "Uncle Jack's Executors" published in 1830 remained popular for twenty-eight years. Among her most popular books were "Eunice Lathrop, Spinster," "Love and Shawlstraps," "After the Failure."

HANNAH DAVIDSON

MRS. HANNAH AMELIA DAVIDSON, author and educator, died in Claremont, Calif. on Nov. 29th at the age of 80. She was born in Campello, Mass. on Oct. 29, 1852. After her graduation from Iowa College, she taught Sanskrit and later became principal and teacher of Greek, Latin and English history at the Minneapolis Academy until 1884. She was a lecturer on literary art in fiction and the drama at Wellesley and Mount Holyoke Colleges. She edited the Riverside Literature Series and was the author of numerous books including "Reference History of the United States," "The Gift of Genius," "Studies in Modern Plays" and "Reading in the Home."

Book Club Selections

LITERARY GUILD

January—"Never Ask the End" by Isabel Paterson. *Morrow*.

BOOK-OF-THE-MONTH CLUB

January—"The Last Adam" by James G. Cozzens. *Harcourt, Brace*.

RELIGIOUS BOOK CLUB

December—"Moral Man and Immoral Society" by Dr. R. Niebuhr. *Scribner*.

SCIENTIFIC BOOK CLUB

December—"Where Is Science Going?" by Max Planck. *Norton*.

CATHOLIC BOOK CLUB

December—"Mush, You Malemutes!" by Bernard R. Hubbard, S.J. *America Press*.

LUTHERAN BOOK CLUB

December—"Is Christ Possible?" by Philip W. Wilson. *Revell*.

CURRENT LITERATURE READING CLUB

December—"Under His Wings" by Dr. O. Hallesby. *Augsburg Pub. House*.

Old and Rare Books

A Monthly Department

The Great Victorians Come to America

By the Middle of the Century Collins and Trollope Were the Chief Victims of the Piratical Urge

B. D. Cutler

(Part Two)

THE AUTHORS WHO FOLLOWED in the wake of Thackeray and Dickens and upheld the precedent of supplying America's public with classic literature at a cost hardly affecting the purchaser's budget, got their start in this country between 1850 and 1860. After that, the piracy of their successive books was automatic, carried on, it seems, by inertia forceful enough to override divided public opinion, "trade courtesy," and the partial barrier set up in its path by the copyright bill of 1891. This was more of an achievement than it appears on the surface. Piracy, if it did not require courage, did, at least, depend upon callous indifference. It was not until it ran smack up against a copyright law as sensibly coded as it was conceived that it broke down and thereafter appeared so infrequently as to be practically non-existent.

Victorian literature continued to pour into America in a steady stream. By the middle of the century Dickens and Thackeray had become traditional and had set a standard for production which the newcomers attempted to maintain. In point of bulk they succeeded. Collins, Trollope, Reade, Kingsley, and George Eliot had attracted attention in both England and America by the middle of the century or shortly after. Collins and Trollope were the chief victims of the piratical urge, and their story serves as a magnificent account

of what happened to most of the others.

The new men suffered, if anything, more than their predecessors, for piracy increased in almost exact ratio to the number of firms which had opened up since the formation of the American International Copyright Association in 1837. Thus it was bound to increase whenever a new concern entered the field. By 1880, "Weeklies" and "Libraries" were definitely in vogue; and after 1882, when it became possible to send paper books through the mails as second-class matter, the number of "Weeklies" and "Libraries" increased probably by 100%. The "Libraries" were issued anywhere from once a month to three times a week, and many of the publishers had several different "Libraries." Department stores frequently joined the parade whenever some enterprising pirate provided bound sheets with their imprint. If the store had some fetching insignia attached to its name or trademark, such as a keystone or a diamond, it was very likely to be supplied with a "Keystone" or a "Diamond" Series in addition to the distinction of having its imprint appear on a book already pirated too many times to count. But the prices were cheap, as they had to be in the face of such competition, and even responsible persons often argued that in this manner culture was placed within the reach of all.

Wilkie Collins was the first of the new group to attract attention in America. The saga of piracy was to continue with Harper's publication of "Antonina: Or the Fall of Rome" in 1850. The novel by no means ranks with the author's best work and it created no great impression, but a number of smaller pirates buckled on to it from general principles. Collins had a peculiar sense for hitting on the most likely titles for his books, and "Hide and Seek," "After Dark," "The Dead Secret," and "The Queen of Hearts" brought him considerable attention from American publishers during the years 1854-1859; yet none of these books represented the extent of his ability. He definitely arrived in 1860 with the publication of "A Woman in White," Harper's bringing out the first American edition. The next three novels brought Collins to the heights and made of him one of the best known and most popular writers of the day. "No Name," "Armada" and "The Moonstone" were all published by 1868, and trade courtesy did not interfere with the simultaneous appearance of four separate editions of the last title,—a number which increased amazingly when "The Moonstone" became so popular as to be taken up by the "Libraries." Of all those who published Collins' books, Harper's and T. B. Peterson Brothers of Philadelphia were probably the only ones who paid for the privilege. Collins, who in later years became deeply embittered over the loss of his popularity, might have found consolation in the fact that the pirates still fancied his output, and since there was not a sentimentalist among them, it could only mean that his books were still avidly read in at least one section of the world. In those days no man who had once attained the heights should have allowed himself to look obscurity in the face until the American curtain had been rung down on his work.

Anthony Trollope, supposedly a finicky man, techy by nature and somewhat difficult to get along with, took his beating at the hands of piratical publishers with much more grace than the humoristic Dickens. Over a period of thirty-five years, Trollope wrote constantly and conscientiously, producing forty-seven novels, five books of short stories, four travel books, three books of essays, lives of Caesar and of Cicero,

and monographs on Thackeray and on Palmerston. His published works consisted of sixty-six titles and one hundred and thirty-four volumes. Added to this, he printed privately one play and four lectures, and he somehow got round to editing a monthly magazine to which he also contributed. One reads of his industry with drowsy fascination, jolted now and then by his confession of a love for hunting. He really did hunt, at some time or other.

Trollope began his career as a writer in 1847. It was like a young man setting out on a business or diplomatic career. He had a novel which he wanted published, and he proceeded toward this end by using such influence as could be brought to bear in his behalf. In this case, the connecting link was his mother who was an accepted and sought-after author. She got him a publisher named Newby who brought out with certain misgivings as to its financial future, "The Macdermotts of Ballycloran." The publisher's intuition was correct. The book was a failure; it received no favorable review and it made no money.

Although he published two more books, no glimmering of success came Trollope's way until 1855, when Longmans issued "The Warden." This time the book had a slow sale and enjoyed, according to Michael Sadleir, "a highbrow success." This was followed by "Barchester Towers," 1857, and "The Three Clerks" and "Doctor Thorne" in 1858, and by that time Trollope was, so to speak, "in the money." Furthermore, according to the custom of the day, he attracted the attention of American publishers. Today this would have meant that he was on the highroad to wealth, but in those days it was more often the publisher who was traveling that way.

Trollope did not enter into any dealing with Americans until 1862, when he agreed to send Lippincott early proofs of the Chapman & Hall edition of "North America." It was planned to bring out the American edition immediately after its appearance in England in order to standardize the market, and Lippincott agreed to pay a royalty of 12½% after the first two thousand copies had been sold. But Harper's rushed out a cheap edition which ruined Lippincott's market; and Trollope's

record of the transaction in his notes on amounts received from publishers has, in red ink, the word "Cheated" opposite "North America." This seems a mild enough protest, but three years later, probably smarting under the outcome of the "North America" adventure, Trollope refused his English publishers permission to imprint the name of Lippincott on sheets to be sold in America. Thus he automatically prevented himself from receiving payment for an American edition of "The Belton Estate," and so the book was pirated, all profits presumably accruing to the publishers.

Trollope came to this country in 1868 to arrange a postal treaty between England and America. At the same time he had the additional commission from the Foreign Office to make an effort in behalf of international copyright arrangements between the United States and Great Britain. Full of the common sense characteristic of the man are his remarks on copyright: . . . "the want of which is the one great impediment to pecuniary success which still stands in the way of successful English authors. I cannot say that I have never had a shilling of American money on behalf of reprints of my works, but I have been conscious of no such payment . . . The state of things as it is is crushing to American authors, as publishers will not pay them on a liberal scale, knowing that they can supply their customers with modern English literature without paying for it. The English amount of production so exceeds the American that the rate at which the former can be published rules the market,—except for two or three of the greatest houses. No small man can now acquire the exclusive right of printing and selling an English book. If such a one attempt it the work is printed immediately by one of the leviathans,—who alone are the gainers."

In commenting on the argument that the American people were the gainers because piracy enabled them to purchase books cheaply, Trollope rather touches the

core of the subject when he says, "But the argument as far as I am concerned comes not from the people but from the bookselling leviathans, and from those politicians whom the leviathans have been able to attach to their interests. The ordinary American purchaser is not much affected by slight variations in price. It is the man who wants to make money not the one who fears to spend it who controls such matters as this in the United States. It is the large speculator who becomes powerful in the lobbies of the house, and understands how wise it may be to incur a great expenditure, either in the creation of a great business, or in protecting that which he has created from competition."

How well Trollope knew us! How easily he saw through that which caused him later to say, "American dishonesty is rampant, but it is rampant only among a few!" But he waited until he came to the pages in his "Autobiography" to make his comments. He kept quiet while he was in this country and thereby kept his dignity, together with his temper. He probably had greater cause than Dickens to lament the state of affairs induced by piracy and a government that sponsored it, or at least, in failing to coordinate opinion, took no active steps on its own initiative towards curbing it.

For the most part he remained aloof to American publication of his books, and it was not until 1880 that he made an agreement with Harper's, accepting £100 for advance proof sheets of his "Life of Cicero." In 1881, the year before his death, he received £50 from the same firm for "Ayala's Angel."

These amounts and others he may have received were small enough in comparison to the sums paid over to Dickens. They were so inferior to payments made to him by English publishers as to be almost unappreciable, and their acceptance may be attributed to the possible need of new hunting equipment,—for it must be remembered that Trollope, in his spare moments, was a hunting man.

Limited Editions of the Month

DERRYDALE PRESS

Riding Reflections by Piero Santini, illustrated by Vincent V. Handley in pen and ink and photographs reproduced by the gelatine process. Designed by Eugene V. Connett, printed in 12-point Scotch on Archer paper and bound in green boards with gold embellishments. 850 copies at \$10.

MARIE HARRIMAN GALLERY, INC. (Albert Skira, Lausanne, Switzerland)

Poesies de Stéphane Mallarmé, illustrated with 30 original etchings by Henri Matisse. Designed by Leon Pichon and Albert Skira and printed at the press of Leon Pichon in Paris in Garamond Italique, Size XX, unbound. Five copies on Imperial Japanese vellum, each copy containing two additional series of 30 etchings with remarques, one series on Japanese vellum, and the other on real China paper, as well as an original drawing by Henri Matisse, at \$1200; 25 copies on Imperial Japanese vellum, each copy containing an additional series of the 30 etchings with remarques, on Japanese vellum, at \$700; and 95 copies on pure linen vellum specially handmade by the Papeteries d'Arches, at \$400.

LIMITED EDITIONS CLUB (Poeschel and Trepte Leipzig, Germany)

The Four Gospels, edited by Ernest Sutherland Bates. Designed by E. R. Weiss, printed in Weiss Antique on hand-made Zanders paper and bound in half vellum. 1500 copies at \$10 to members.

PRESS OF THE WOOLY WHALE

The Sentimental Bloke, by C. J. Dennis. Designed by Melbert B. Cary, Jr., hand-set in Eve and Eve italic, printed on Berestoke paper in color throughout, and bound in grey Shantung with printed paper sides. 254 copies, privately issued, none for sale.

THE TORCH PRESS

My Leigh Hunt Library, collected and described by Luther A. Brewer, the first book of a proposed three volume series. Illustrated in facsimiles and

half-tones, with 15 portraits of Leigh Hunt and frontispiece etchings by the late Sidney L. Smith. 100 copies on French Rives hand-made paper with frontispiece signed by Sidney L. Smith and an etched title by Charles B. Keeler at \$30, and 125 copies on Strathmore Bay Path all-rag paper at \$17.50. (Cedar Rapids, Iowa).

In Memoriam

FRANCIS PERAGO HARPER

By Oscar Wegelin

WHEN FRANCIS P. HARPER died on November 15th, another of the great American booksellers of the late nineteenth and early twentieth century passed into history.

Mr. Harper, a true son of New York, was born in 1856. His first store was established in 1883 at 4 Barclay Street in the old Astor House, where for many years he specialized in Americana. One of his specialities was the Civil War, at this time in much demand. Lathrop Colgate Harper early became associated with his elder brother, and still carries on the business with the old traditions. With the course of time the nature of the business has changed, and while Americana is by no means neglected, incunabula has been added to the other lines, and his stock is now the finest in the United States.

After leaving Barclay Street, the Harpers moved to 17 East 16th Street, and it was at this location that the name of Francis P. Harper became internationally known as one of America's important dealers in rare books. After leaving 16th Street, Mr. Harper began to publish an important series of books relating to the West, a series surpassed only by those issued by the late Robert Clarke of Cincinnati, ranking with those of Joel Munsell. They are indispensable to the student of the history of the early West. Many important libraries passed through the hands of this great bookman, and his catalogs of Americana are still considered of much importance as reference books by librarians and booksellers.

Mr. Harper, much against the wishes of his brother, retired twenty years ago, but he always maintained his interest in rare books and a connection with his friends in the trade. He is with us no more, but his memory is still alive among those who knew and loved him—and they are legion.

Good Second-Hand Condition

John T. Winterich

THE APPROACH OF WINTER has brought with it the seasonal rebirth of the rare-bookellers' catalogs. They seem to be as abundant as they were last year, and last year they seemed to be as abundant as they had been in 1930 and even in 1929. Actually they are not so abundant, but when the collector receives catalogs in sequence from Dealers A, B, C, D and so on, he fails to note that some time elapses before he gets one from A again.

For the most part the new catalogs resemble, in externals, their counterparts of earlier and gayer years. Those dealers who have for many seasons clung to a familiar format have wisely not departed from it. With some houses the duplicating machine has replaced the printing press, and while this may impose a psychological handicap on the collector, still there is no way of measuring the extent of that handicap, and perhaps there just isn't any. At any rate, among the established firms who know what it is all about, the quality and accuracy of the cataloging have suffered no let-down even in those instances in which the catalogs are hardly examples of fine printing.

There has undoubtedly been some resentment in the trade toward dealers who have made the greatest ballyhoo about price reductions. Prices have been reduced everywhere, of course, but an occasional bookseller has done it with outriders and brass bands, and his more conservative trade-fellows along the sidelines have neglected to applaud vociferously as the procession went by. They may have wondered, too, just where the procession was headed. The dealer who has been trumpeting big discounts during the past two or three years may have a little difficulty in explaining the situation to his customers when the new day dawns and the good old prices are restored (as to a certain extent they indubitably will be).

A considerable quiet absorption of books has been taking place during the worst of the evil days—a larger absorption, perhaps,

than much of the trade is aware of. Some of it is purely speculative buying, but much of it is acquisition for cultural and sentimental profit, or whatever it is that collectors collect for when they do not buy to sell. The old-time collector is not dead but sleepeth, and a lot of him are sleeping with one eye open.

One bookseller has been doing considerable business during the past eighteen months (since about the time Great Britain abandoned the gold standard) with a somewhat unusual type of speculative collector. This collector is convinced that some form of inflation is inevitable, that it is likely to get out of hand, and that today's far-reaching dollar will buy only from one-half to one-quarter as much, or even less, when the paper deluge comes. The answer is, of course (this is still the collector reasoning), to convert whatever cash or securities may be lying about into goods. Real estate, grain, cotton, sealing-wax—any ultimately vendible or consumable commodity will do. This collector, however, admits that he knows nothing about real estate, grain, cotton or sealing-wax (though he once thought he knew a lot about some of the junior liens of American railroads), but he does think he knows something about books—and he does know something about them. So his funds are going into books against a day when the streets are paved not with gold but with blocks of greenbacks. The bookseller does not share his customer's cataclysmic forecast, but every man has a right to his own horoscope.

The most agreeable phenomenon in rare-bookdom which the depression has produced is the appearance in the catalogs of scores of relatively trivial and low-priced items which had never won listings before. That they had not appeared earlier was the bookseller's own fault—why trouble with five- and two-dollar lots in an era of twenty-dollar minima? Things are different now, and things, one hopes, may continue to be different to the extent

that the previously uncataloged items will continue hereafter to be cataloged. For the scope of book-collecting is thereby broadened, and the medicine the booktrade can absorb to its greatest benefit is just such a broadening in frequently repeated doses. This has been said in this department many times, and don't worry—it is going to be said many times more.

Anyone—collector or dealer—who habitually runs through catalogs has noticed that rare-booksellers sometimes list articles other than books. Perhaps the most frequent such exception (it is commoner to auction catalogs than to booksellers', but the bookseller must be in the picture somewhere) is the lock of hair from a once distinguished brow—and it is worth noting that one world-famous collector (not to be identified here except to the extent of saying that he is not an American), who acquired books, autograph letters and manuscripts for a generation until he had built up a distinguished library, finally went in for locks of hair, and that it would be all but impossible for this collector himself to reciprocate by bestowing on an admirer one of his own locks. Tea-caddies, inkstands, pens, armchairs, antimacassars, whatnot (possibly even whatnots) have earned the right to catalog insertion through some intimate and provable association with the departed elect—a battered typewriter which unreeled a famous novel may one day be included, and why shouldn't it?

A recent catalog coming from Dawson's of Los Angeles lists a monstrance case and a traveling repository for a bishop's mitre; Alfred F. Goldsmith's latest catalog from the Sign of the Sparrow on Lexington Avenue lists two early Victorian and one pre-Victorian children's games: "Science in Sport, or the Pleasures of Astronomy," "Muggs' Dissected Globe," and "The Wonders of Nature."

Bulletin No. 4 from James Tregaskis & Son of London, however, lists an unbook which no American bookseller could catalog quite yet and which no American collector can immediately import. Here is the description:

"It is true that an unfinished bottle of

Madeira is an unusual item to find in a bookseller's catalog, but when it is sanctified by a label in the hand of Charles Dickens there is good reason for its presence.

"Over sixty years ago Dickens filled this bottle (and, presumably, he afterwards drank some of it), and carefully labeled it in his familiar blue ink, 'Very Rare Old Madeira. Bottled from Ellis Cask (which came in 1864), June, 1869.' It is an impressive relic which conjures up a pleasant picture of the author of 'A Christmas Carol,' and we think that is a warm and happy note upon which to end this Christmas Bulletin. So much so that we had almost forgotten the price, which is £7.

"The green glass bottle (which contains about half a pint of liquor) is 10½ inches high, and is sealed with green wax. It was in the possession of W. R. Hughes, of Birmingham, in 1889."

This department's taste in wines, which was once at least fair, lapsed some thirteen years ago, but has hopes of being resuscitated before many new vintages have been garnered. Somewhat diffidently, therefore, we ask to know whether a Madeira bottled in the year in which U. S. Grant became President would be likely to retain at this distance the warmth and vigor of its mellow prime. We say this with no intent to belittle the importance of the Tregaskis item, for whatever the contents of the bottle may have metamorphosed into it would be a sacrilege to open it.

It goes without saying that this item is not in Eckel.

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Rare Book Notes

Frederick M. Hopkins

THE MOST IMPORTANT SALE since the Annual Rare Book Number, November 19th, or to be held in this country before the holidays, was on December 6 and 7, when the library of the late Ida O. Folsom, of Boston, was dispersed by the American Art Association Anderson Galleries, Inc., in two sessions, 498 lots bringing a total of \$59,162. This collection comprised first editions, mainly of the Victorian period and of later American and English authors. There was a large attendance, and bidding was characteristic of the times. The rarities had been carefully examined and appraised. Buyers were looking for bargains. But the books most wanted evoked keen competition at times, and, considering the business depression, fair prices were realized. The star lot was a fine copy of Dickens's "Pickwick Papers," in the original parts, meeting all of Mr. Eckel's eleven required points, with the text in the earliest state throughout and with all but two plates in the first state. This very desirable Dickens item brought \$4,400. Next came the Herschel V. Jones copy of Thackeray's "Vanity Fair," in original parts, which fetched \$4,000. This copy brought \$2,600 in the Jones sale. Among other rarities of distinction were Barrie's "Little Minister" 3 vols., London, 1891, Buxton Forman copy, which brought \$240; Conrad's "Chance," London, 1913, with the date 1913 on the verso of the title page, inscribed by the author, "My first selling success. Joseph Conrad," \$690. The Dickens items were numerous and fine: The autograph manuscript of an unpublished song, 2 pp., signed by Dickens as T. Sparkler, fetched \$1,100; "The Posthumous Papers of the Pickwick Club," 26 parts, 8vo, original wrappers, uncut, published by James Turney, Jr., New York, 1836-38, first American edition published in parts, \$1,700; "The Strange Gentleman," original gray printed wrappers, in case, London, 1837, \$1,550; An interesting set of the Christmas Books, with variant issues, 12 vols., some volumes rubbed, London, 1843-47, \$900; "Pictures

from Italy," London, 1856, with presentation inscription by the author, \$650; "David Copperfield," in original parts, London, 1849-50, two original drawings inserted, \$750; and "Mrs. Gamp," as condensed by the author for his readings, Boston, 1868, the author's own copy with cancellations and emendations, and presentation inscription, \$1,500. An autograph manuscript of a song, "The Oxen," 2pp., 4to, written by Thomas Hardy for the *London Times*, brought \$200; and a copy of "The Dynasts," 3 vols., London, 1903-6-8, with the excessively rare title-page in Vol. I dated 1903, a presentation copy with inscription by the author to Algernon C. Swinburne, the poet, \$1,500. There was a long run of first editions of Rudyard Kipling: "Schoolboy Lyrics," in original white wrappers, Lahore, 1881, with inscription by Kipling's father, sold for \$1,600; "Echoes," original wrappers, Lahore, 1884, with the poems contributed by Kipling's sister Beatrice checked on the table of contents, a presentation copy to the poet's Alma Mater, the United Services College, with a pen and ink caricature of the author as a school boy, \$2,900. A presentation copy of Longfellow's "Outre-Mer," tall 8vo, original marbled wrappers, Part I, Boston, 1833, very rare, brought \$425; Christopher Morley's "The Eighth Sin," original wrappers, Oxford, 1912, the author's first book, \$180; Edwin A. Robinson's "The Torrent and the Night Before," original wrappers, printed for the author, 1896, presentation copy, \$250; and Surtees' Sporting Novels, 5 vols., in original parts, London, 1852-65, \$1,800. There was a fine lot of rarities of Robert Louis Stevenson, which apparently appealed strongly to collectors: "The Pentland Rising," original wrappers, Edinburgh, 1866, the author's first book fetched \$410; "An Appeal to the Clergy of the Church of Scotland," stitched without wrappers, in case, Edinburgh, 1875, one of the author's rarest books, \$1,150; "The Silverado Squatters," royal 8vo, original wrappers, in case, Lon-

don, 1883, one of ten copies issued for copyright purposes, with a presentation inscription by Edmund Gosse to Stevenson, \$700 "The Hanging Judge," 4to, sheets, unbound, as issued, printed for private circulation only, 1887, \$500. The first leaf of the original manuscript of Thackeray's novel, "The Adventures of Philip on His Way Through the World," a 4to p., realized \$425; and a first edition of the same novel, 3 vols., original cloth, the novelist's own copy, with several of his drawings inserted, \$850. A very fine copy of the first issue of the first edition of Whitman's "Leaves of Grass," Brooklyn, 1855, with the Herschel V. Jones bookplate, brought \$1,250. Many of these prices show the influence of the depression, which, of course, is expected. But they also indicate that as soon as the depression passes the demand for genuinely rare and desirable rare material from discriminating collectors will be as great as ever.

AN ITEM OF LINCOLNIANA of unusual interest comes from M. R. Hauser, of Peoria, Ill. It is a privately printed octavo pamphlet, of some 47 pages, entitled "Abraham Lincoln; Student. His Books," which gives an "alphabetical list of authors of books Lincoln studied, compiled by Esther Cowles Cushman, custodian of the Lincoln collection at Brown University Library," a list of books withdrawn from the Library of Congress, at the National Capitol, while Member of Congress, and later by his household while President, and a list of authorities from which other material has been gleaned. These lists are accompanied by an analysis of the material, and with notes, showing a most careful study of the subject. Altogether, the pamphlet, or monograph, furnishes an outline with extraordinary completeness of the intellectual material that went toward the development of Abraham Lincoln. That he had a masterly use of the English language is shown by the Gettysburg Address and his inaugural addresses. That this was the result of hard, well-directed, methodical study, there is abundant evidence. Mr. Hauser's patient research in the preparation of this study is an excellent piece of work that every Lincoln collector who owns a copy will gratefully appreciate.

TWO SETS OF JEFFERSON manuscripts, of unusual interest because they are intimately connected with the beginnings of the University of Virginia, have been presented to the Virginia collection in the University library by William Andrews Clark, Jr., of Los Angeles, alumnus of 1899. Eighteen letters written by Jefferson to his friend Gen. John Hartwell Cocke, from 1813 to 1826, comprise the first set. They were, until recently in the possession of the Cocke family, and have never been published as a whole. Gen. Cocke was one of the founders of the university and was an important member of the first board of visitors. These personal letters comment frankly on the problems involved in the establishment of the institution. The second set consists of manuscript specifications for the construction of the first buildings. This set was formerly the property of Dr. W. M. Randolph of Charlottesville, Va., and the contents have been published in part in the book on Jefferson's architecture, by Dr. William A. Lambeth of the university faculty.

Auction Calendar

Tuesday afternoon, December 20, at 2 o'clock. The superb collection of color mezzotints, engravings and etchings belonging to the late Frank E. Morgan of Philadelphia. (No. 1472; Items 175.) Stan. V. Henkels, Jr., 1110 Sansom St., Philadelphia, Pa.

Thursday afternoon, December 22, at 2:00. Books, first editions, books on bookplates, dramatic books and letters from the estates of William Winter and J. M. Andreini. (Sale No. 297.) J. C. Morgenstau & Co., Inc., 23 West 47th Street, New York City.

Tuesday morning, December 27, at 11 o'clock. Rare Americana, a most interesting collection of books and pamphlets relating to North America, including many rare and important items, also a selection of first editions. (No. 245; Items 157.) Charles F. Heartman, Metuchen, N. J.

Catalogs Received

Americana. (No. 123; Items 620.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.
Books and autographs. (No. 141; Items 114.) Walter M. Hill, 25 East Washington St., Chicago, Ill.
Books, autographs and manuscripts. (No. 552; Items 2194.) Francis Edwards, Ltd., 83 High St., Marylebone, London, W. 1, England.
Books on angling and sports. (No. 8; Items 633.) Joseph Levine, Cooper Road, Rochester, N. Y.
Books relating to America. (No. 41; Items 459.) William H. Robinson, Ltd., 16 Pall Mall, London, S.W. 1, England.

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The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Aiken, Conrad Potter

Prelude; a poem; il. by John P. Heins. 3p. D (Equinox quarters no. 4) [c.'32] [N. Y.] Equinox Press pap., 25 c.

Alcott, Louisa May

Little men, or, Life at Plumfield with Jo's boys; il. by Erick Berry. 335p. il. (pt. col.) O (Rainbow ser.) [c.'71-'01] N. Y., Blue Ribbon B'ks \$1

Little women, or, Meg, Jo, Beth, and Amy; il. by Richard Jones. 405p. il. (col.) O (Rainbow ser.) [c.'68-'15] N. Y., Blue Ribbon B'ks \$1

Arbaugh, George Bartholomew

Revelation in Mormonism; its character and changing forms. 262p. (7p. bibl.) il., diagr. O [c.'32] Chic., Univ. of Chic. Press \$3

The story of the historical process upon which Mormonism bases its claim to divine sanction.

Bergengren, Roy Frederick

We the people; being an impudent dissertation on certain national and international matters. 410p. front. D [c.'32] Bost., Stratford \$2

A discussion of certain phases of national and international economics and politics as they may affect the present and future welfare of the American people.

Billings, Buck

Two-gun Harney. 288p. D c. N. Y., Watt \$2

Romance, adventure and mystery in a western tale of cowboys and rustlers.

Blakey, Roy G.

The state income tax. 88p. O (Economics and business ser. no. 4) '32 Minneapolis, Univ. of Minn. Press \$1; pap., 50 c.

Bonn, Moritz Julius

Economics and politics. 36p. S (Barbara Weinstock lectures on the morals of trade) c. Bost., Houghton \$1

The first volume in a new series which will contain essays by representative scholars and men of affairs dealing with the various phases of the moral law in its bearing on business life under the new economic order, first delivered at the University of California. See also Dennison.

Bowles, Gordon Townsend

New types of old Americans at Harvard [anthropology]. 162p. il. O '32 Cambridge, Mass., Harvard \$2.50

Boynton, Henry Walcott

Annals of American bookselling, 1638-1850. 218p. (3p. bibl.) il. D c. N. Y., Wiley bds., \$3
A history of bookmaking and bookselling in the American Colonies and early years of the Republic.

Broadhurst, Patti S.

Worn shoes. 82p. D (Contemporary poets, 111) '32 Phil., Dorrance \$1.50

Bruno, Father

St. John of the Cross. 495p. O '32 N. Y., Benziger \$5.50

Burnham, Smith, and Jack, Theodore H.

The story of America for young Americans; the beginnings of our country. 328p. D '32 Phil., Winston 96 c.

Butts, Walter E., jr.

The clear call [religion]. 82p. front. S '32 Rock Island, Ill., Augustana B'k bds., 30 c.

Calkins, Gary Nathan

The smallest living things; life as revealed by the microscope. 152p. il. O (Univ. ser. v. 10) '32 N. Y., Univ. Soc. subscr.

Capon, Charles R.

A selection of book plates; introd. by A. J. Phillpott [lim. numbered ed.]. various p. il. (pt. col.) O '32 Bost., Cedar Tree Press, 31 Mt. Vernon St. bds., \$6, bxd.

Thirteen book plates designed and drawn by Charles R. Capon and reproduced in the intaglio process.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Chase, Josephine

Behind the purple mask. 203p. front. D [c. '32] Phil., Penn 50 c.

Gay Larimore enters the household of wealthy Mrs. Simpson as a companion and is at once involved in mystery and intrigue. For girls.

Chateaubriand, François Auguste René, vicomte de

Les Natchez; ed. by Gilbert Chinard. 557p. il. O '32 Balt., Johns Hopkins Press \$3.50

Chaucer, Geoffrey

Troilus and Criseyde [a love poem in five books, Englished anew by George Philip Krapp; il. with wood engravings by Eric Gill]. 327p. O [c. '32] [N. Y., Random House] buck., \$3.50

A new modern verse rendering of the famous classic.

Companion of the Fraternity of the Resurrection, A.

That I may know how frail I am; suggestions for self-examination. 32p. O '32 Milwaukee, Morehouse Pub. Co. 60c.; pap., 30 c.

Cory, David Munroe

Faustus Socinus. 164p. (3p. bibl.) il., map O c. Bost., Beacon Press \$2

A study of the life and work of Faustus Socinus, a pioneer in the quest of religious liberty in 16th century Italy.

Dennison, Henry Sturgis

Ethics and modern business. 68p. S (Barbara Weinstock lectures on the morals of trade) c. Bost., Houghton \$1

Dodd, Charles Harold

The Epistle of Paul to the Romans. 281p. (bibl. footnotes) diagr. O (Moffatt New Testament commentary) '32 N. Y. [Harper] \$3.50
An interpretative study.

Doner, Mary Frances

Fools' heaven; a love story. 249p. D [c. '32] N. Y., Chelsea House 75 c.

Dos Passos, John Roderigo

Three soldiers; [new] introd. by the author. 480p. S [c. '21, '32] [N. Y.] Modern Lib. flex. cl., 95 c.

Doyle, Sir Arthur Conan

Adventures of Sherlock Holmes; new ed. 307p. O '32 N. Y., Harper \$2.50

Dulles, Eleanor Lansing

The Bank for International Settlements at work. 643p. (15p. bibl.) O c. N. Y., Macmillan \$5

An account of the functioning of the Bank for International Settlements during its first two years.

Eleventh annual of advertising art; reproductions of the exhibits displayed at the eleventh exhibition of the Art Directors Club, New York, in the spring of 1932. various p. il. (pt. col.) Q [c. '32] N. Y., B'k Service Co. lea. cl., \$6

Eveleth, Alice Towne

Top o' the day; a story for girls and boys. 138p. D '32 Phil., Dorrance \$1.50

Everyday law; handy legal guide for business men; rev. by Morris Streusand. 58p. O c. '32 N. Y., Multi-Topic Pub. Co., 45 W. 45th St. 75 c.; pap., 35 c.

Faulkner, William

This earth; a poem; il. by Albert Heckman. 2p. D (Equinox quarters no. 1) c. N. Y., Equinox Press pap., 25 c.

The first pamphlet in a new series of finely printed poems by distinguished authors. An envelope comes with each one. See also Aiken, Mann and Moore.

Feery, William C.

Wet drinks for dry people; a book of drinks based on the ordinary home supplies. 59p. D [c. '32] [Chic., Bazner Press, 429 S. Ashland Ave.] \$1

Cocktail and long drink recipes.

Feuchtwanger, Lion [J. L. Wetchek, pseud.] *

Power; tr. [from the German] by Willa and Edwin Muir. 531p. S [c. '26] N. Y., Modern Lib. flex. cl., 95 c.

Geddes, Norman Bel

Horizons. 312p. il., diagrs. Q c. Bost., Little, Brown lea. cl., \$4.75

A distinguished modern designer presents his opinions, theories and experiences with regard to designing for industry to fit the requirements of the modern age, with many illustrations.

Bailey, Frederick Randolph, M.D.

Textbook of histology; new 8th ed., rev. by Adolph Elwyn and others. 762p. il. (pt. col.) O '32 Balt., Wm. Wood \$5.50

Barbour, Henry Gray

Experimental pharmacology and toxicology; a selected laboratory course. 141p. (bibls.) il., diagrs. D '32 Phil., Lea & Febiger flex. cl., \$2.75

Berkeley, Comyns, M.D., and Dupuy, George M., M.D. Pictorial midwifery. 184p. il. O '32 Balt., Wm. Wood \$3

Bigger, Joseph W., M.D.

Handbook of bacteriology; new 3rd ed. 475p. il. (pt. col.) '32 Balt., Wm. Wood \$5

Braun, Wilbur

You're telling me! a mirthful mix-up in three acts. 100p. diagr. D c. '32 N. Y., S. French pap., 50 c.

Brown, A. E.

Workbook in elementary psychology. 185p. (bibls.) Q c. N. Y., Macmillan pap., \$1.25

Children's books, suggested as holiday gifts, on exhibition in the Central Children's Room. 26p. S '32 N. Y., N. Y. Public Lib. pap., apply

Conover, Mrs. Charlotte Reeve, ed.

Dayton and Montgomery County [Ohio], resources and people; 4 v. 1207p. il. Q '32 N. Y., Lewis Hist. Pub. Co. buck., \$42.50

Conybeare, J. J., M.D., ed.

Textbook of medicine; new 2nd ed. 1024p. il. O '32 Balt., Wm. Wood \$7

[Davis, Joseph S.]

The voluntary domestic allotment plan for wheat. 39p. (bibl. footnotes) Q (Wheat studies, v. 9, no. 2) c. Stanford Univ., Cal., Food Research Inst. pap., \$1

Etowah papers. 180p. (bibl. footnotes) il., maps, diagrs. Q c. New Haven, Conn., Yale \$4

Galup, James F.

Police officers manual and questionnaire; a guide for police officers, policemen and students. 120p. S '32 Oakland, Cal., A. V. Lake & Co. \$1.50

Gersting, J. Marshall

The flexible provisions in the United States' tariff, 1922-1930. 185p. (2p. bibl.) O '32 Phil. [Univ. of Pa.] pap., gratis

Gilbert, Sir William Schwenck

Plays and poems of W. S. Gilbert; preface by Deems Taylor; il. by the author. 1278p. D c. N. Y., Random House buck., \$3.50

Includes the complete text of the fourteen Gilbert and Sullivan operas, three other Gilbert plays and all of "The Bab Ballads."

Goode, J. Paul

Rand McNally world atlas; universal ed. 287p. maps Q '32 Chic., Rand McNally lea. cl., \$6

Grant, E. M.

French poetry of the nineteenth century. 508p. D (Progressive French ser.) '32 N. Y., Macmillan \$2.50

Gray, Howard Levi

The influence of the Commons on early legislation. 441p. O (Harvard historical ser. v. 34) '32 Cambridge, Mass., Harvard \$4

Greene, Evarts Boutell, and Harrington, Virginia D.

American population before the Federal Census of 1790. 250p. (12p. bibl.) O c. N. Y., Columbia Univ. Press buck., \$3.50

Gregg, Richard B.

Gandhiism versus Socialism. 30p. (bibl. footnotes) D (John Day pamphlets no. 17) [c.'32] N. Y., John Day pap., 25 c.

Hadida, Sophie C.

Manners for millions; a correct code of pleasing personal habits for everyday men and women. 323p. diags. O c. Garden City, N. Y., Doubleday \$1.95

Hardy, Arthur C., and Perrin, Fred H.

The principles of optics. 645p. il. O '32 N. Y., McGraw-Hill \$6

Hartman, Roland C., and Vickers, Gates Sterling

Hatchery management. 402p. il., diags. D '32 N. Y., Orange Judd lea. cl., \$2.75

Hay, Kathleen

Golden links [religion]. 80p. front. S. '32 Rock Island, Ill., Augustana B'k bds., 30 c.

Hayes, Patrick Joseph, cardinal

Cardinal Hayes, a treasury of wisdom and knowledge; [comp.] by Germano Formica. 231p. il. D [c.'32] N. Y., H. F. Hobson & Co., 607 5th Ave. buck., \$2.50

Selected writings of the great American Catholic Cardinal, together with a biographical sketch.

Glenn, Ernest Neill, comp.

Church directory of the Churches of Christ of the United States and Canada; rev. and enl. ed. 228p. T '32 Cin., F. L. Rowe \$1

Hartinger, Edward T.

The opticians' dispensing manual. 200p. il. S [c.'32] N. Y., Author, 89 Liberty St. \$3.50

Hirschfeld, Magnus

Sexual pathology; being a study of the abnormalities of the sexual functions; tr. from the German by

Holmes, Fenwicke Lindsay, and Brinsmade, Estelle H.

Your bridge psychology. 95p. D '32 N. Y., Bridge Headquarters, 285 Madison Ave. \$1

Hough, Lynn Harold

The university of experience; introd. by Reinhold Niebuhr. 131p. D (Harpers monthly pulpit) c. N. Y., Harper \$1

Ten sermons by a well-known preacher and author.

Hoyne, Thomas Temple

Where are we going? 91p. D [c.'32] Chic., Economic Feature Service, P. O. Box 1149 bds., \$1

An analysis of present economic conditions.

Huntington, Ellsworth, and Cushing, Sumner W.

Modern business geography; rev. ed. 364p. il. O '32 Yonkers, N. Y., World B'k \$1.96

Ilsley, Marjorie Henry, and Franconie, J. E., eds.

Rondes et poésies pour la jeunesse; a book of French verse. 154p. D '32 N. Y., Harper 84 c.

Ince, Rev. G. J.

A year's course of definite church teaching. 176p. O '32 Milwaukee, Morehouse Pub. Co., \$1.20; pap., 80 c.

Johnson, George M.

Jerry rides the range. 256p. D [c.'32] N. Y., Clode \$2

A western story laid in Nevada about the adventures of Jerry Van Buren who knew how to ride hard, shoot fast, win a girl and win at poker.

Katzer, Stephen Maxmillian

Retrospects and confessions [autobiography]. 249p. D [c.'32] San Bernardino, Cal., Author, 387 11th St. \$2.50

Keating, Lawrence A.

Riders of the valley range. 251p. D [c.'32] N. Y., Clode \$2

A tale of the cattle country.

Kirk, J. G., and Mumford, G. E.

Graded letters; dictation for modern business; bk. 1. D '32 Phil., Winston 88 c. Published in three editions, the Isaac Pitman, the Gregg and the Benn Pitman.

Lamsa, George Mamishisho

My neighbor Jesus, in the light of His own language, people and time. 166p. D c. N. Y., Harper \$1.50

An interpretation of Jesus of Nazareth according to the Aramaic tradition by an Assyrian author who was trained for the priesthood in his native country and speaks Aramaic, the language of Jesus.

Jerome Gibbs. 360p. il. O (Advanced sexual science ser.) '32 Newark, N. J., Julian Press \$5

Hölscher, Uvo

Excavations at ancient Thebes 1930-31. 72p. (bibl. footnotes) il., diags. O (Oriental Inst. communications, no. 15) [c.'32] Chic., Univ. of Chic. Press pap., \$1

Kaiser, Albert D.

Children's tonsils in or out; a critical study of the end results of tonsillectomy. 307p. (bibls.) il., diags. O [c.'32] Phil., Lippincott \$5

Leeming, John F.

The book of the delphinium. 76p. il. (col.)
D '32 N. Y., Pitman \$1.25

Lewis, Mary Owen

Tower window [lim. numbered ed.]. 80p.
D c. Phil., McKay \$1.50
A companion volume of verse to "The Phantom Bow."

Liggett, Winfield, jr., and others

Winning leads at contract bridge. 56p. Tt
'32 N. Y., Bridge Headquarters, 285 Madison Ave. 50 c.

McCabe, David A.

National collective bargaining in the pottery industry. 459p. O (J. H. U. studies in historical and political science, extra v. 16) '32 Balt., Johns Hopkins Press \$3.50

McCloskey, John C.

Handbook of business correspondence. 467p.
D '32 N. Y., Prentice-Hall \$1.50

McCulley, Johnston

The blocked trail. 256p. D c. N. Y., Watt \$2
Dan Riley, Ranger, found romance while hunting down some wanted outlaws.

Magenis, Alice, and Gilmour, Madeline F.

Directed high school history study; bk. 2. 207p. il., maps Q '32 Yonkers, N. Y., World B'k lea. cl., 84 c.

Mann, Thomas ★

A Christmas poem; tr. [from the German] by Henry Hart; il. with wood engravings by Lynd Ward. 2p. D (Equinox quarters no. 3) c. N. Y., Equinox Press pap., 25 c.

Maurice, Sister M [Julia Stapleton]

Journeys beautiful [religion]. 122p. il., maps
D [c.'32] N. Y., W. H. Sadlier bds., 50 c.

Metfessel, Milton, and others

Student's guide for demonstrations of psychological experiments. 175p. il. Q (McGraw-Hill pub'ns in psych.) '32 N. Y., McGraw-Hill \$1

Meyer, Toni

One thousand animals. no p. il. O [c.'32] N. Y., Robert O. Ballou pap., 75 c.

Ten pages with a drawing of an animal on each. Each page is cut into three sections so that the heads, bodies and feet fit with the heads, bodies and feet of the animal on any of the pages, thus making very curious animals! For children or adults.

Mikovaro, E., pseud. [Samuel Edward Lowe]

The book of pirates. 96p. il. (pt. col.) O [c.'32] Racine, Wis., Whitman Pub. Co. bds., 50 c.

Miller, Mrs. Elizabeth York

Temporary wife. 250p. D c. N. Y., Watt \$2
A job as the temporary wife of attractive Harry Gordon, heir to his aunt's millions, plunges beautiful Pearl Grey into a series of embarrassing situations.

Millikan, Robert Andrews

Time, matter, and values. 109p. il., diagrs. D (John Calvin McNair lectures) c. Chapel Hill, N. C., Univ. of N. C. Press \$1
An explanation of the most significant changes in fundamental concepts which have been made in recent years in experimental physics.

Moffat, James

The story of the birth of Jesus. 32p. il. D '32 N. Y., Harper \$2

Montgomery, Robert H.

Federal tax handbook; revenue act of 1932. 1050p. D '32 N. Y., Ronald Press \$7.50

Moore, Clement Clarke

A visit from St. Nicholas. 7p. il. D (Equinox quarters no. 2) [n. d.] [N. Y., Equinox Press] pap., 25 c.

Moore, Samuel Taylor

Aces all [fiction]. 252p. il. D [c.'32] Springfield, Mass., McLoughlin Bros. 25 c.

Fighting aces [fiction]. 252p. D [c.'32] Springfield, Mass., McLoughlin Bros. 25 c.

Under sea heroes [fiction]. 252p. il. D '32 Springfield, Mass., McLoughlin Bros. 25 c.

Morehouse, William Russell

The bankers guide book; 1932 ed. 1070p. S '32 Los Angeles, Bankers Guide B'k Pub. Co., 1614 Wellington Rd. lea. cl., \$5

Myers, Albert Cook

The boy George Washington, aged sixteen; his own account of an Iroquois Indian dance, 1748. 79p. il. D c. Phil., Author, 1300 Locust St. \$3
Excerpts from a boyhood journal of George Washington, with comments.

Lewis, John L.

Wages and hours. 8p. O (Labor ser. lecture no. 12) '32 [Chic.] Univ. of Chic. Press pap., 10 c.

Lindquist, Gustavus Elmer Emanuel

A handbook for missionary workers among the American Indians. 87p. (5p. bibl.) O [c.'32] N. Y., Home Missions Council & Council of Women for Home Missions, 105 E. 22nd St. pap., 50 c.

Lyon, Mabel

Hospital memories, or, The Patient's own hospital record. no p. S [c.'32] [N. Y., Author, Hotel Grey-stone, B'way & 91st St.] lea., \$1.50; pap., 50 c.

McKown, Paul

Certain important domestic policies of Woodrow Wilson. 117p. (bibl.) O '32 Phil. [Univ. of Pa.] pap., gratis

Maloney, James

Technological unemployment. 8p. O (Labor ser. lecture no. 13) '32 [Chic.] Univ. of Chic. Press pap., 10 c.

Meritt, Benjamin Dean

Athenian financial documents of the fifth century. 206p. il., diagrs. (Humanistic ser., v. 27) '32 Ann Arbor, Mich., Univ. of Mich. Press \$3.50

Morrison, Whitleaw Reid, and Chenoweth, Laurence B.

Normal and elementary physical diagnosis; 2nd ed., rev. 376p. (bibl.) il., diagrs. O '32 Phil., Lea & Febiger \$4

Morse, Frederick W.

Power plant engineering and design. 813p. il. O '32 N. Y., Van Nostrand \$6.50

Musser, John Herr, ed.

Internal medicine; its theory and practice. 1316p. (bibl.) il., diagrs. O '32 Phil., Lea & Febiger \$10

North, Sidney H.

Modern coal cleaning plant; a concise description of plant and equipment and of the practical and economic aspects of the subject. 199p. il. S '32 N. Y., Spon & Chamberlain \$1.50

Nielsen, Konrad

Lapp dictionary; v. 1, A-F. 733p. Q (Inst. for Sammenlignende Kulturforskning, ser. B, 17, 1) '32 Cambridge, Mass., Harvard
1/2 lea., \$10

Nygren, Anders ★

Agape and Eros [religion]. 207p. O '32 N. Y., Macmillan \$2.25

Olcott, Frances Jenkins, ed.

Bible stories to read and tell; one hundred and fifty stories from the Old Testament, with references to the Old and New Testaments; il. by Willy Pogány. 480p. il. (col.) O (Rainbow ser.) [c.'16] N. Y., Blue Ribbon B'ks \$1

Parry, Bp. O. H.

Plain teaching; for those preparing for the Sacraments. 85p. O '32 Milwaukee, Morehouse Pub. Co. 80 c.; pap., 40 c.

Parsons, Mrs. Alice Beal

A lady who lost. 284p. D [c.'32] N. Y., Gotham House \$2.50
A novel of modern small-town American life and of the love of Mr. James Roger Hillyer for three attractive and interesting women.

Pendleton, Louis Beauregard

The invisible police; a novel. 223p. D [c.'32] [B'klyn, N. Y.] New-Church Press bds., \$1.25
A story about a fox cub who was taken into captivity in the Scottish highlands, grew up in friendship with a fox-hound puppy, and then broke loose and returned to the wilds.

Pitt, Frances

Scotty; the adventures of a Highland fox. 282p. il. O '32 N. Y., Longmans \$3.50
A story about a fox cub who was taken into captivity in the Scottish highlands, grew up in friendship with a fox-hound puppy, and then broke loose and returned to the wilds.

Powell, Ardon Van Buren

The call of the clouds. 211p. front. D [c.'32] Phil., Penn 50 c.
An aviation-mystery-adventure tale for boys.

Piersol, George Arthur

Piersol's Normal histology, with special reference to the structure of the human body; 15th ed., by William H. F. Addison. 477p. (bibls.) il. (pt. col.) O [c.'32] Phil., Lippincott \$6

Rankin, Fred W., M.D., and others

The colon, rectum and anus. 846p. il. '32 Phil., Saunders \$9.50

Rightmire, George Washington

The law of England at the Norman conquest, 188p. (bibl.) O [c.'32] Columbus, O., F. J. Heer Pr. Co. \$2

Rowe, Allan Winter

Differential diagnosis of endocrine disorders. 230p. O '32 Balt., Wm. Wood \$4

Russell, W. Kerr, M.D.

Colonic irrigation. 200p. il. O '32 Balt., Wm. Wood \$3

Short, A. Rendle, M.D., ed.

Index of prognosis, and end results of treatment; new 4th rev. ed. 612p. O '32 Balt., Wm. Wood \$12

Smith, David T., M.D.

Oral spirochetes and related organisms in fusospirochetal disease. 235p. il. '32 Balt., Wm. Wood \$4.50

Thompson, Sylvanus P.

Electrical tables and memoranda; 3rd ed. 202p. il. Ff '32 N. Y., Spon & Chamberlain flex. cl., 50 c.

Tinling, Christine I.

"It is written"; Bible stories for boys and girls

Power, Marion

Stories and lessons; the Old Testament for home and school. 158p. S '32 N. Y., Macmillan 80 c.

Quick, Oliver Chase

The ground of faith and the chaos of thought. 152p. (bibl. footnotes) D ['32] [N. Y., Harper] \$1.50

An examination of the bearing of some characteristic tendencies in modern thought upon the fundamental principles of Christian belief.

Radford, Ruby Lorraine

The mystery of the Nancy Lee. 320p. il. D [c.'32] Phil., Penn \$1.75

Curious incidents beset Earl, Judy and Elsie, their mysterious friend, during their cruise on the Nancy Lee in the inland waterways of Carolina. For boys and girls.

Reany, William, D.D.

The creation of the human soul. 237p. D '32 N. Y., Benziger \$1.75

Ricardo, David

Minor papers on the currency question; ed. by Jacob H. Hollander. 200p. O '32 Balt., Johns Hopkins Press \$3

Richards, Gertrude Randolph Bramlette

Florentine merchants in the age of the Medici. 353p. il., maps O '32 Cambridge, Mass., Harvard \$4.50

Riley, James Whitcomb

The best loved poems of James Whitcomb Riley; il. by Ethel Franklin Betts; Raggedy Man ed. 188p. il. (pt. col.) O (Rainbow ser.) [c.'87-'20] N. Y., Blue Ribbon B'ks \$1

Roberts, Charles George Douglas

The kindred of the wild; a book of animal life; il. by Charles Livingston Bull. 374p. il. (col. front.) O (Rainbow ser.) [c.'96-'02] N. Y., Blue Ribbon B'ks \$1

Rollins, Hyder Edward, ed.

The Pepys ballads; v. 8, Indexes. 250p. O '32 Cambridge, Mass., Harvard \$3.50

[rev. ed.]. 48p. O [c.'32] Evanston, Ill., Nat'l Woman's Christian Temperance Union, 1730 Chicago Ave. pap., 15 c.

Tobin, Daniel J.

Labor and international relations. 9p. O (Labor ser. lecture no. 14) '32 [Chic.] Univ. of Chic. Press pap., 10 c.

Turner, A. Logan, M.D., and others, eds.

Nose, throat and ear; new 3rd ed. 470p. il. (pt. col.) O '32 Balt., Wm. Wood \$6

Twenhofel, William H.

Treatise on sedimentation. 955p. O '32 Balt., Williams & Wilkins \$4

Tyler, Ralph W., and others

Service studies in higher education. 291p. (bibls.) diags. O (Bur. of Educational Research monographs, no. 15) [c.'32] Columbus, O., Ohio State Univ. pap., \$2

Walker, Sir Norman, M.D., and Percival, G. H., M.D.

An introduction to dermatology; new 9th rev. ed. 402p. il. (pt. col.) O '32 Balt., Wm. Wood \$7

Williams, Anna W., M.D.

Streptococci in relation to man in health and disease. 271p. O '32 Balt., Williams & Wilkins \$5

Wilson, D. Wright

A laboratory manual of physiological chemistry. 284p. O '32 Balt., Williams & Wilkins \$2.50

Wright, Chester M.

Labor and the news. 8p. O (Labor ser. lecture no. 15) '32 [Chic.] Univ. of Chic. Press pap., 10 c.

Russell, Charles E. B., and Russell, Lillian M.
Lad's clubs. 288p. il. O '32 N. Y., Macmillan \$1.75

Salaman, Malcolm Charles, ed.

Fine prints of the year; an annual review of contemporary etching and engraving; 10th annual issue, 1932; American section by Susan A. Hutchinson. 142p. il. Q '32 N. Y., Minton, Balch \$10

Samuels, T. Guthbert

The art of the elocutionist. 107p. il., diagrs. D '32 [N. Y.] Pitman \$1

A textbook in the essentials of the correct principles of elocution, for teachers and students.

Sawyer, Edith Augusta

The abiding of Umé (Umé no kakurega); introd. by Viscount Saito. 185p. front. (col.) D c. N. Y., John Lowell Pratt \$2

A Japanese love story that is a sequel to "The Way of Umé."

Shumway, Harry Irving

The story of paper. 246p. il. D (Industrial b'ks) [c.'32] Phil., Penn \$1.50

For boys and girls from 7 to 12.

Smith, David, D.D.

The Disciple's commentary on the New Testament; vs. 4 and 5. 570p.; 780p. maps (col.) O '32 N. Y. [Harper] \$3.50, ea.

The final volumes of this commentary.

Stafford, Ethel H., comp.

The book of the Cub's Own [religious club work]. 120p. O '32 Milwaukee, Morehouse Pub. Co. \$1; pap., 60 c.

Stroh, Dorothy Elizabeth

Rain on the rocks. 36p. D (Contemporary poets, 109) '32 Phil., Dorrance \$1.25

Swiss-American Historical Society, comp.

Prominent Americans of Swiss origin. 266p. (bibls.) il. O '32 N. Y., Jas. T. White & Co. \$2.75; lea. cl., \$4.50

Taylor, Ariel Yvon

The personal number guide; number calendar for 1933 [numerology]. 53p. D [c.'32] Phil., McKay bds., 75 c.

Tooker, Richard

The dawn boy. 284p. front. D [c.'32] Phil., Penn \$1

A story for boys and girls of the adventures of No-Ma, a Cro-Magnon boy of prehistoric times.

Tucker, S. Marion

Modern plays. 407p. D '32 N. Y., Macmillan \$1.50

Turner, William P.

Machine tool work; fundamental principles. 424p. il. O '32 N. Y., McGraw-Hill \$3

Twain, Mark, pseud. [Samuel Langhorne Clemens]

The adventures of Tom Sawyer; new il. by James Daugherty. 308p. il. (pt. col.) O (Rainbow ser.) [c.'75-'32] N. Y., Blue Ribbon B'ks \$1

Vance, Rupert Bayles

Human geography of the South; a study in regional resources and human adequacy. 610p. (68p. bibl.) maps O (Univ. of N. C. social study ser.) c. Chapel Hill, N. C., Univ. of N. C. Press \$4

Villian, A.

The history and liturgy of the Sacraments. 374p. D '32 N. Y., Benziger \$2.70

Wallace, Robert

The body on the beach. 256p. D c. N. Y., Watt \$2

Circumstantial evidence points at Edmund Dunbar when the dead body of his wife's lover is found on the beach near the Dunbar home.

Westermarck, Edward

Early beliefs and their social influence. 182p. O '32 N. Y., Macmillan \$2.50

Wordsworth, William

The prelude. 254p. S (Golden treasury ser.) '32 N. Y., Macmillan \$1.40

Wright, Jack

On the forty yard line. 256p. D [c.'32] Cleveland, World Syndicate Pub. Co. 25 c.

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Watt

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Book of the Cub's Own, The. Stafford, E. H. \$1; 60 c.

Morehouse Pub. Co.

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Whitman Pub. Co.

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 Student's guide for demonstrations of psychological experiments. Metfessel, M. \$1 *McGraw-Hill*
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 That I may know how frail I am. Companion of the Fraternity of the Resurrection, A. 60 c.; 30 c. *Morehouse Pub. Co.*
 This earth. Faulkner, W. 25 c. *Equinox Press*
 Three soldiers. Dos Passos, J. R. 95 c. *Modern Lib.*
 Time, matter, and values. Millikan, R. A. \$1 *Univ. of N. C. Press*
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THE PUBLISHERS' WEEKLY,
62 W. 45th Street
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New Books Scheduled for Promotion

Titles Which Have Been Selected by the Publishers and by the Editors for Promotion
in the January Issues of

BOOKS OF THE MONTH and WHAT TO READ IN BOOKS

Prices and publication dates are subject to change.

Abbreviations used are BOM for Books of the Month and WTR for What to Read in Books.

FICTION

All Women Die. By P. J. Wolfson

Tense love story of the return of a successful man to his home town where he creates havoc. Author of "Bodies Are Dust."

BOM (January) Vanguard, \$2

Beauty. By Faith Baldwin

Light romance against background of beauty parlor industry. Heroine works to the top of a large organization. Author of "Self Made Woman."

WTR (January 4) Farrar & Rinehart, \$2

Before the Fact. By Francis Iles.

Psychological murder mystery by the author of "Malice Aforethought." Heroine finds that she has been living with a murderer for eight years.

WTR Doubleday, \$2

Black Cabin. By Green Peyton

Story of three young people hunting for the fullness of life through a confusion of standards.

BOM WTR (January 3) Little, Brown, \$2

The Bright Land. By Janet Ayer Fairbank

Abby-Delight, shy but fearless woman, goes westward by canal-boat and stagecoach and participates in the winning of the West.

BOM WTR (December 16) Houghton, \$2.50

The Bright Torch. By Gertrude Pahlow

How tragedy followed beauty in many generations of a family. Told against changing American scene from 1800 to the present day.

BOM (January) Penn, \$2

The Colored Dome. By Francis Stuart

Story of Garry Delea, his life and love, with glimpses of a many sided Ireland woven in. By the author of "Pigeon Irish."

BOM (January 10) Macmillan, \$2

The Crime in the Crystal. By Robert Hare

Mystery of the murder of the ne'er-do-well nephew of a distinguished artist. Scotland Yard is assisted by a Dr. Berwick in the solution.

BOM (January 4) Longmans, \$2

The Damned Lover. By Roswell Williams

Novel of a man who bitterly searched the world for the ideal woman, condemning all women until the exception appeared.

BOM (January 4) Macaulay, \$2

Danger in the Dark. By Arthur M. Chase

Mystery story in which victim disobeys the anti-hoarding advice of the government with peril to all involved.

BOM (January 3) Dodd, Mead, \$2

Dangerous Corner. By Ruth Holland and J. B. Priestley

Novel based on successful play now running in New York. Revelations of the secrets concealed under the pleasant surfaces of life. Dramatic.

WTR (January 3) Doubleday, \$2

Documents of Murder. By T. C. H. Jacobs

Jimmy Osborne helps Scotland Yard catch Wolf Bronkhorst, terror of Europe's foreign offices.

BOM (January 4) Macaulay, \$2

The Drift Fence. By Zane Grey

Story of a tenderfoot foreman of the toughest outfit in Arizona and his struggle with a gang of rustlers and desperadoes.

BOM WTR (January 3) Harper, \$2

The Duchess Intervenes. By Marie Belloc-Lowndes

Episodes both grave and gay in the life of a Duchess. Unlike previous books of the author. Not a detective story.

WTR (January 2) Putnam, \$2

Easy Lady. By H. L. Gates

Young lady turns down a good marriage to play around with life, but finds that her experience has ruined the joy of a splendid romance.

BOM WTR Macaulay, \$2

Flowering Wilderness. By John Galsworthy

Love story involving many characters of "Maid in Waiting." Describes the impact of the world's confusion on the surviving English aristocracy.

BOM Scribner, \$2.50

Greater Love Hath No Woman. By Howard Rockey

Portrayal of wealthy woman of ardent passions whose large fortune led her into folly. Author of "Masked Longing" and "The Other Woman's Way."

WTR Macaulay, \$2

Historical Romances. By Stanley J. Weyman

This volume contains "Under the Red Robe," "Count Hannibal" and "A Gentleman of France," best loved romances of historical times.

BOM (January 4) Longmans, \$2.50

Holiday Husband. By Kathleen Shepard

Racy comedy of a wealthy girl who married a complete stranger with something strange about him. Author of "Working Girl."

WTR (January 4) King, \$2

Inheritance. By Phyllis Bentley

Story of six generations of a single family through a hundred years. Setting of Yorkshire. Drama of love and rivalry of strong men.

BOM Macmillan, \$2.50

Jehol, City of Emperors. By Sven Hedin

True adventures in the exotic East by the author of "Across the Gobi Desert." Appeal is more general. Publicity assured because of author's work for World's Fair in Chicago.

BOM (January 3) Dutton, \$3.50

Jess Roundtree—Texas Ranger. By Dane Coolidge

Double-barrelled Western story about Texas Rangers. Excitement and romance. Author of "Fighting Men of the West."

BOM (January 10) Dutton, \$2

The Kennel Murder Case. By S. S. Van Dine

First mystery story in two years by this famous writer. Philo Vance solves another unusual murder case.

BOM (January 13) Scribner, \$2

The Last Adam. By James Gould Cozzens

Novel of characterizations and background. Set in a Connecticut town. Dramatic interest centers about the town doctor. Author of "S.S. San Pedro."

BOM (January 5) Harcourt, \$2.50

Love, Old and New. By Ursula Bloom

Romance which portrays love on each side of the dividing line of our generation—the War. Surprising climax. Author of "The Secret Lover."

BOM (January 10) Dutton, \$2

Men Act That Way. By Maysie Greig

Light romance of a red-headed girl chauffeur to a wealthy woman. Author's novels sell from 8 to 10 thousand. American setting.

WTR (January 3) Doubleday, \$2

Mirror for Toby. By Cecily Hallack

Novel of the tragedy and love of Toby O'Malley, noted singer. Background of concert hall, salon, monastery and slum.

BOM (January) Macmillan, \$2

Mr. Chilvester's Daughters. By Edith Olivier

Novel of an old-fashioned girl thrown headlong into the modern world. Study of her family and the young man who brings strife to them.

BOM WTR (January 6) Viking, \$2.50

Murder at Monte Carlo. By E. Phillips Oppenheim

Gang of American racketeers finds rich pickings on the Riviera. Charming heroine and a young American match wits with the gang.

BOM WTR (January 3) Little, Brown, \$2

Murder in Full Flight. By Marcus Magill

Aviation mystery story. Plane wreck is investigated. Drastic efforts to kill the young detective. Exciting chases in the air.

BOM (January) Lippincott, \$2

Murder of the Lawyer's Clerk. By J. S. Fletcher

Murder of an antiquarian starts a search for a lawyer's clerk whose disappearance threatens to leave the case unsolved. Countryside setting.

BOM WTR (January 2) Knopf, \$2

Never Ask the End. By Isabel Paterson

Story of two women and a man told with humor and beauty. Author is well-known columnist, critic and novelist. Setting Paris, Belgium, England.

WTR (January 4) Morrow, \$2.50

Public Faces. By Harold Nicolson

Suave and amusing novel which takes the reader behind the doors of the European Chancelleries. Author of "Portrait of a Diplomatist."

BOM (January) Houghton, \$2.50

The Story of Nancy Meadows. By Louise Platt Hauck

Marriage of Nancy and Dwight is almost wrecked by her aloofness and his susceptibility to women. Appealing novel of modern marriage.

BOM WTR (January 3) Penn, \$2

Through the Lens. By Morrell Massey

Thornton Zane solves the mystery of the missing jewel brought to New York by a Maharaja. Setting of Long Island and Chinatown.

BOM (January) Penn, \$2

Trails Meet. By B. M. Bower

Western story in which Jess solves a mystery with the help of the Deputy-Sheriff and a red-headed girl. Author of "Rocking Arrow."

WTR (January 3) Little, Brown, \$2

Tristan and Isolde. By John Erskine

Author of "Helen of Troy" and "Adam and Eve" retells the famous love story in his own way.

BOM Bobbs-Merrill, \$2.50

The Two Undertakers. By Francis Beeding

Fanatic Frenchman plots to destroy present-day Germany with powerful secret organization. Plan is defeated by Colonel Granby and the C.I.D.

WTR (January 3) Little, Brown, \$2

Vain Pantomime. By Diana Patrick

Romance of theatrical life. Love story of a dancer and the son of a titled English family. Cosmopolitan setting. Author of "First Your Penny."

BOM WTR (January 3) Dutton, \$2

The White Cockatoo. By Mignon Eberhart

Mystery story with series of ghastly murders. Setting of small French town. Author won Scotland Yard Prize with "While the Patient Slept."

WTR (January 3) Doubleday, \$2

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Forthcoming Issues

✿ ✿ ✿ The fourth number in January, next year, will be the Spring Announcement Number. Ordinarily this number has appeared the third week in March, but it has been moved forward so that it may more nearly coincide with the beginning of a new season. Publishers and booksellers have expressed their approval of this change. The Travelers' Number this year will be included with the Spring Announcement Number. This annual issue gives a directory of book travelers and the houses they represent. ✿ ✿ ✿

✿ ✿ ✿ The Annual Summary Number, recapitulating publishing statistics for the year 1932, will appear as usual the third week in January. ✿ ✿ ✿

✿ ✿ ✿ In next week's issue we will carry the guessing game prepared for us by Josiah Titzell which was postponed from this issue. Try the questions on your friends, your enemies, your clerks and your customers—you'll be surprised! ✿ ✿ ✿

✿ ✿ ✿ An article on travel books, also in next week's issue, will stress particularly travel in America. There are numerous new books dealing with travel within our own boundaries. ✿ ✿ ✿

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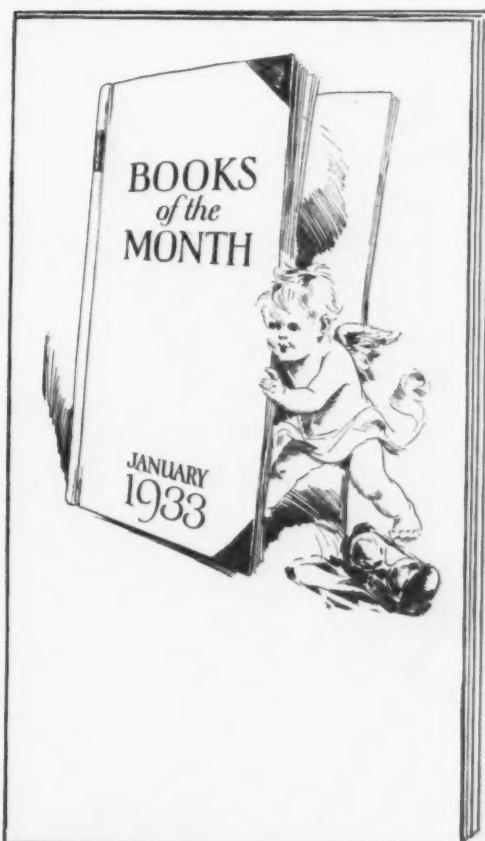
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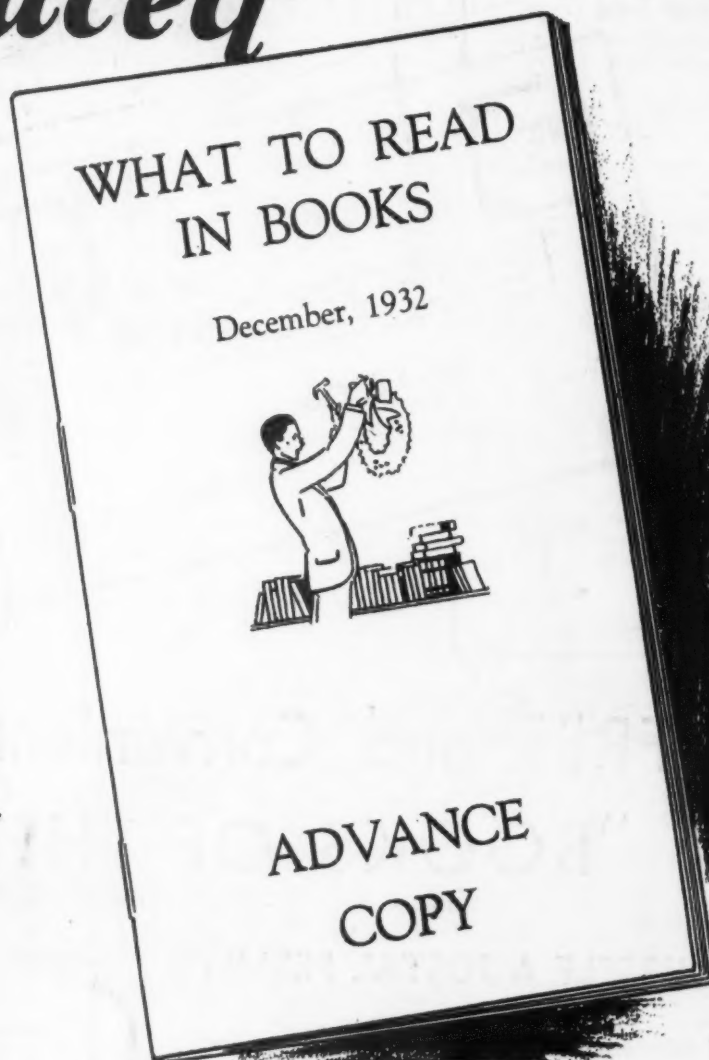
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